

Creative Brand Communications Offers Free Financial Marketing Content on New Website

Financial branding agency publishes "The Decommoditization Manifesto: Part 1" for free download

May 27, 2010 (FPRC) -- PORTLAND, OR -- Creative Brand Communications (CBC), a full-service marketing and brand development agency for progressive financial institutions, has announced the launch of its new website, at www.creative-brand.com. The agency helps entrepreneurial banks and credit unions develop experiential brands that result in profitable customer relationships, through brand and marketing strategy consulting, marketing agency services, and word of mouth marketing services.

"The primary goal of CBC's new website is to help facilitate the distribution of the unique, educational thought leadership content CBC has become known for," says Jeff Stephens, founder and CEO. "With the new site we will be able to better evangelize and share our content about experiential brand development and word of mouth marketing with our readers and subscribers."

To mark the launch of the new site, the company has published a new position paper, available to visitors for free download. Inspired by presentations Stephens has delivered at banking and credit union conferences, "The Decommoditization Manifesto: Part 1" is the first installment in a series of position papers addressing the crisis banks and credit unions face as commodities, and how they can break free from the commoditized environment.

"The Decommoditization Manifesto: Part 1 is the most cohesive and integrated blend of CBC's teachings and philosophies for banks and credit unions, from competitive business strategy to experiential branding and word of mouth marketing," Stephens explains. "This series helps readers see how the various pieces of the puzzle fit together to create differentiated, irreplicable banks and credit unions that break free from the shackles of being commodities."

To receive future installments of The Decommoditization Manifesto series, CBC recommends readers subscribe to its email newsletter, ExpEditions, on the agency's new website.

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About Creative Brand Communications

Creative Brand Communications is the leading brand development agency for the financial services industry, helping entrepreneurial banks and credit unions develop experiential brands that result in profitable customer relationships. CBC also founded PSST! Word of Mouth Marketing for Banks and Credit Unions (www.psst-marketing.com), the world's first and only word of mouth marketing agency specializing exclusively in financial services. The agency consults and provides services to banks and credit unions across North America.

Contact Information

For more information contact Jeff Stephens of Creative Brand Communications (<http://www.creative-brand.com>)
503-249-9363

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