



CASE STUDY

Fintech rebranding: securing a strong identity for financial safety

elevationb2b.com



elevationmarketing



Early Warning was able to expand visibility and provide intelligence

BACKGROUND

Early Warning promotes safe, fast and convenient financial transactions, building trust back into the entire financial system

Every year, fraud, money laundering, illicit financing, identity theft, data breaches and account abuse all result in billions of dollars in losses for businesses and consumers in the U.S. and threaten the soundness of the entire banking system.

For decades, financial institutions sought a model to share data amongst themselves to help mitigate fraud risk, make faster payments, open new accounts, and authenticate mobile logins. Finally, in the 1990s, five of the largest U.S. financial services organizations formed Early Warning as an independent company to steward this data and provide network intelligence on behalf of the banking industry.

In only a few years, **Early Warning's collaborative business model had successfully decreased risk and uncertainty**, spurring tremendous growth for the company. Through its collaborative model, Early Warning was able to expand visibility and provide intelligence that significantly reduced blind spots – or incomplete or inaccurate information regarding financial transactions – that stymied trust and innovation in banking and financial systems.

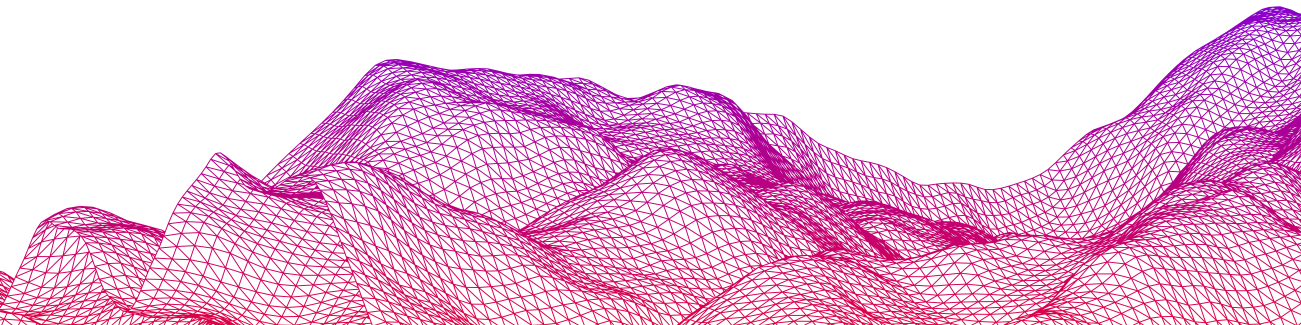
But even with success, Early Warning's executives felt the enterprise lacked a brand identity and story, largely because its work lived on the backend of financial systems and the entity operated in relative secrecy. This absence of a brand also kept Early Warning from achieving the higher profile it deserved. Leaders wanted to change that. So Elevation Marketing was brought in to craft the company's story in a manner that would establish a brand identity that reflected the important work Early Warning does for the global financial marketplace.

CHALLENGE

How do you take a company that has operated in the background and is credited for secrecy, and recreate it as a brand that loves the spotlight?

Early Warning is on a mission to make the world a safer and more convenient place to conduct financial transactions. It wanted to communicate this noble mission and be known as a trustworthy source that helps with the exchange of sensitive information, all while speeding up the process of sending money.

But Early Warning's story had not been told before, and the company was virtually unknown to those outside of the banking industry. Elevation Marketing began with a methodical approach, first by establishing the company's brand pillars and then creating its story, not just to influence C-suite executives in large financial institutions — but also to help Early Warning break into new market categories and allow it to become more widely known by all consumers of financial services.



STRATEGY

Bringing it all together to communicate Early Warning's commitment to providing innovative solutions to customers while maximizing trust for everyone

Phase 1: Discovery

Market research, competitive audit

The first phase centered on understanding company and industry dynamics as well as competitor tactics. Elevation Marketing first took a deep dive into data revealing how Early Warning's unique ownership structure and business model gathers collaborative intelligence, which in turn allows for the trusted exchange of information and money for all. Elevation Marketing also sought to understand how Early Warning was positioning itself via public relations and to determine whether that resonated with customers and positively differentiated the company from its competitors.

Phase 2: Validation

Internal stakeholder interviews


In order to better understand company positioning vs. banking industry perceptions, Elevation Marketing conducted a series of qualitative internal stakeholder interviews to assess insights and challenges, as well as growth initiatives. Through the interviews, we uncovered important insights on how Early Warning's mission was being perceived internally and by stakeholders and prospects.

Phase 3: Evaluation

Bringing it all together

Based on the insights collected and analyzed during the first two phases, Elevation Marketing determined that Early Warning's value proposition would resonate within an industry that was itself highly concerned with facilitating safe and cost-effective payment platforms. However, the research also revealed an opportunity because most industry messaging was not successfully resonating with consumers. Leveraging these insights, Elevation Marketing created branding recommendations and messaging for Early Warning that highlighted the peace of mind brought by using its collaborative model for safer, more convenient transactions.





OUR MISSION, OUR PROMISE, AND THE WHAT, HOW AND WHY

Early Warning Mission:
Protecting the Global Financial System

Early Warning Promise:
Collaborative intelligence. Trusted exchange.®

Collaborative intelligence. Trusted exchange.®

Trust & Accountability

Our governance structure and 20-year heritage as a custodian protecting the financial system...

Collaboration

...Leads to the capacity for a trusted exchange of intelligence among financial institutions...

Innovation

...Which enables Early Warning to offer inspired products that reduce fraud and risk.


What does Early Warning do?
Early Warning has been at the forefront of protecting the global financial system from fraud and risk since 1995. Each day we serve approximately 900 Financial Services Organizations (FSOs) of all sizes, advancing collaborative risk-management solutions that also increase operational efficiencies and enhance the customer experience.

How does Early Warning do it?
Each day, hundreds of FSOs contribute data to Early Warning's *National Shared Database™*. We serve as the custodian of this immense database, which reflects the activity of approximately 50 percent of the country's eligible banking population. This trusted exchange between like-minded organizations fuels our innovative fraud prevention and risk management solutions.

Why does Early Warning do it?
Ensuring secure, timely and efficient transactions helps safeguard the global financial community. Although Early Warning primarily serves FSOs, consumers also benefit from solutions because they allow a holistic view of an individual's activity. As a result, we help institutions broaden their customer base and better meet evolving consumer needs.

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BRANDING GUIDELINES 2




ICONOGRAPHY STYLE

Our simplified, two-dimensional design icons help to depict the unique visual representation of Early Warning products and visual descriptors, and are appropriate for use at small sizes.

- Product icons can be both literal and metaphorical, helping to symbolically represent product features or copy descriptions.
- Both primary and secondary colors can be used for the icons. Refer to page 12 for color values.
- Icons can be selected from four distinct designs, including the rounded square box created through Adobe Illustrator with bulge warp effect. If you are unable to use the application, a circle icon can be used.
- When in doubt, use the preferred inflated square, but stay consistent with the same shape.
- Colored icons should only be used on white backgrounds or over a solid field of color. In this instance, reverse out the shape in white and make the icon the background color.


Below are examples of how to use the icons appropriately.

Iconography Usage Examples




This is the subhead


This is the body copy



Product Name




Title




Product Name

Clear space around icon




x = .125" minimum distance

Minimum Size = .375"




Rounded square icon


PMS 2035 Secondary Color Palette




Circle icon



Circle icon 47% black



Icon without shape 47% black




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BRANDING GUIDELINES 19

DELIVERABLES


- Corporate Branding Guidelines
- Messaging Matrix
- Customized Sales Pitch Deck
- Product Factsheet

- Tradeshow Marketing Materials
- Infographic
- Design
- Content



EARLY WARNING®
Collaborative intelligence. Trusted exchange.

Corporate Branding Guidelines



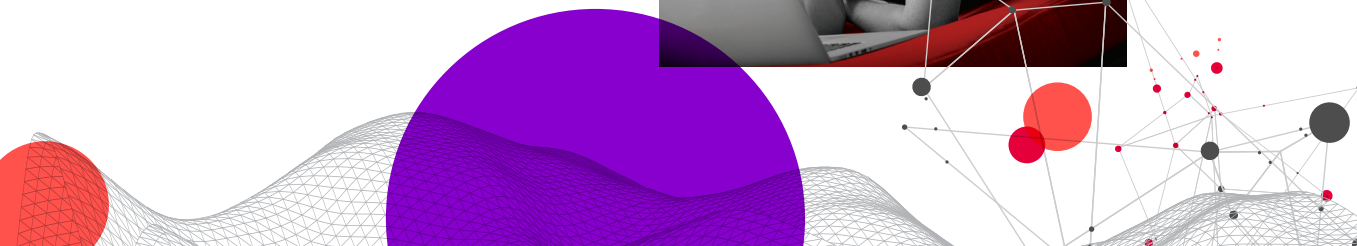
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RESULTS

The power of trusted exchange for all

Once Elevation Marketing's messaging recommendations had buy-in from all stakeholders, the company's distinct model of accountability, collaboration and intelligence became the foundation for the tactical marketing tools that would communicate the Early Warning story consistently across the global business. A positive awareness was born of these rebranding efforts that has contributed to the brand equity Early Warning enjoys in the market today.



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

CONTACT US

sales@ElevationB2B.com
275 East Rivulon Blvd., Suite 411
Gilbert, Arizona 85297

480.775.8880



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Business Journal
Top 20
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