



d. hilton associates inc.

marketing and advertising



Six Specialties, One Focus...

Your Credit Union

From the moment D. Hilton Associates Inc. (DHA) opened its doors in 1985, its mission was defined: It would help credit unions to meet the challenges of a rapidly changing financial services marketplace. As a result, even in its earliest days, the firm provided a variety of services to clients.

DHA continues to pursue this mission today. Over the years, as the company has grown and expanded, its work has been aligned into six practice areas:

Human Resources

Management Recruiting

Retention and Retirement

Market Research

Marketing and Advertising

Mergers

In addition, DHA continues to diversify and expand its offerings with additional projects outside of these areas that utilize cross-functional teams or the special abilities of one or more staff members.

The Marketing and Advertising Practice

The professionals at D. Hilton Associates work with your marketing team to help you accomplish your goals for establishing stronger member relationships. Because our staff works extensively with credit unions, we understand your member-driven philosophy. We also understand that, at most credit unions, the executive in charge of marketing wears many hats. Our marketing retainer program was developed to provide knowledgeable strategic and tactical support coupled with the talent to produce creative materials that successfully implement your plans.

The award-winning DHA Marketing and Advertising Practice has completed thousands of projects for credit union clients. Among its accomplishments are helping client-partners increase overall membership numbers and membership satisfaction scores; effectively promoting products and services as indicated by bottom line results; and creating new credit union brands.

With the range of services available, DHA can assist with every facet of your marketing program from providing a baseline assessment of current marketing communications and brand image to developing a strategic marketing plan that accomplishes your growth goals and producing collateral materials to execute those plans. When you're ready to take an approach to marketing and advertising that moves beyond newsletters and statement stuffers, we're here to help you with robust and strategic marketing programs that can incorporate billboards, radio, television, the Internet, special events and other promotional channels selected and balanced to help you accomplish your goals at your budget.

Marketing and Advertising Products

Advertising and Promotion

DHA's experience as marketing partners to our credit union clients helps us to create well-executed campaigns with consistent, compelling product messages that are directed to the appropriate audience. Campaigns may include mass media advertising, branch merchandising, statement inserts, direct mail, collateral materials, press releases and special events.

Brand and Image Development

The key to implementing effective brand positioning is development of a deep set of positive associations with the brand. DHA employs a multi-stage process to build a brand that reflects your organization's values, culture and personality. DHA can assess the state of your brand today as well as your hopes for its future—then assist you in launching a program that distinguishes you from your competitors and moves your organization to its desired market position.

Name Change

Credit unions in the midst of a charter change, experiencing a change in relationship with a significant sponsor, or shifting business strategic focus sometimes find a new name an important element in establishing an updated identity. DHA helps clients to develop names with appeal to current as well as prospective members, and which work effectively with established or desired brand image.

Web Services

The Internet has become a favored source of information for many credit union members. DHA assists credit unions with web site design and maintenance as well as web hosting.

Logo Design

Whether as part of a name change or as an update to an existing brand image, the graphic representation of your name plays an important role. With experienced designers as well as a sound understanding of the financial services industry and credit union operations, DHA helps clients match design to image, and to do so in a format that will be highly usable for many years to come.

Marketing Collateral and Merchandising

Who can imagine a credit union without brochures, posters, counter cards and countless other printed pieces that are necessary to explain products and procedures? We certainly can't. Our copywriters and designers work extensively with clients to produce materials that convey the right message to the right audience, and that do so in a way that remains consistent with the credit union's brand.

Strategic Marketing Plans

A strategic marketing plan provides the road map that guides your credit union toward its desired destination. It clearly states the direction in which the organization wishes to move, and proposes means by which to achieve that goal. DHA works closely with client credit unions' senior managers to develop the strategic marketing plans from which all future marketing projects should grow. Elements of the plan are marketing strategies we recommend to achieve the credit union's goals, a marketing calendar outlining a recommended tactical program for the entire year, and timelines required to implement the goals and tactics.

d. hilton associates'

Promise to You

We set the industry standard. Since 1985, D. Hilton Associates has been launching new initiatives and pioneering processes for the credit union industry.

We are independent. We do not maintain an ownership position in any company that provides products and services to the credit union industry.

We work exclusively with credit unions. Rather than splitting our focus, we keep it strictly on one industry. We devote full energy to providing our credit union clients with specialized expertise tailored to the demands of the industry.

We offer a full-time, in-house staff. DHA's professional staff members have outstanding credentials and experience in their areas of expertise, and they devote their entire workday to client projects.

We value our client relationships. Our goal is long-lasting partnerships with our clients. We know credit unions are in business to provide service to members and we respect our clients' need to make this their priority.

We conduct the project for a fixed fee. Our prices are set on a flat-fee basis that reflects the complexity, timeframes and scope of the project. Our clients always know the scope and price of the project before we begin.

We are the most qualified firm in the business.

No other firm—and certainly no individual—working with credit unions today offers the breadth and depth of services D. Hilton Associates provides.



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human resources

management recruiting

retention and retirement

market research

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mergers

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