



Localized Branch Designs Strengthen Community Ties

◆ branch strategies marketing

Summary: Localizing the design of your branches can boost customer loyalty, enhance your particular brand, and make new customers walking in the door immediately feel at home. Here are some strategies other CFIs have used to add local flair to their branches that can help inspire your own ideas.

Many hamlets across the country are proud of their local boasting rights — and some are quirkier than others: Le Roy, New York, has the JELL-O Gallery Museum; Philadelphia has the Pizza Brain's Museum of Pizza Culture; Washington, DC, has the International Spy Museum; and Ticonderoga, New York, has the Star Trek Original Series Set Tour created by a superfan. If you're on the road and you want to search for nearby historical landmarks, check out the free mobile app, [Next Exit History](#), which links users to nearby historical sites using their mobile device's GPS.

Even though tourists might find local lore intriguing, it's the residents who are most delighted when they see their town's history showcased. Your institution could engender greater customer loyalty — and enhance your specific brand — by localizing the design of your branches. Although there was a recent trend of branches closing, research shows that [in-branch visits have increased 139%](#) over pre-pandemic numbers. This is particularly true for older customer groups.

According to marketing brand Triad, *"Local-inspired designs enhance the experiences of your customers and employees, create a sense of community, and reinforce your brand values. New customers will feel like they know you from the moment they walk through the door."*

Here are some ideas on how to best create that local flavor to hit all these goals:

Do your research first. Talk to your customers to find out what they like best about their community. Is it the local baseball team? A notable historical landmark? A beautiful natural feature? If you have branches in many communities, determine whether it's feasible to localize all of your branches; if you're on a more limited budget, pick certain branches that would pack the biggest punch if localized.

Use localized art. Photography, murals, glass frosts, and accent pieces can depict local landmarks and other activities important to customers. Consider the design of this Boston community financial institution (CFI) branch: *"Hand-painted instruments carry the sounds of Symphony Hall and pay tribute to the branch's neighbor. . . . A grand art installation inspired by Boston sports, featuring real sports equipment, welcomes new and current members to a bank they want to spend time visiting."*

Design around the local "vibe." An institution in Alberta, Canada outfits each of its branches with illustrations interpreting local life in the area. A Colorado CFI uses locally sourced sustainable materials accented by local art — making sure to tout the origins of both.

Consider timelines. What better way to show that you've done your homework and paid homage to your community than by showcasing its history? You can even slip in when your CFI was founded. A Massachusetts CFI did just that with a custom-built topographic table featuring a 3D town map.

Incorporate your brand. Make sure the design elements of your corporate brand are consistent across each localized branch within your network so your value-added proposition shines through.

Take the time to truly get to know your customers' tastes and love for their community and then show you care by [designing your branches](#) to reflect that love:

- Do your homework to ensure local art, history, and culture are reflected in your institution's design.
- Enlist the help of community artists, historians, and celebrities in your design and credit them liberally.
- Weave your brand into the design.

You'll be rewarded with greater loyalty, and your CFI will shine!

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Rates As Of: 04/27/2023 12:32PM (GMT-0700)

| Treasury | Yields | MTD Chg | YTD Chg |
|-----------|---------|---------|---------|
| 3M | 5.16 | 0.31 | 0.74 |
| 6M | 5.00 | 0.06 | 0.24 |
| 1Y | 4.77 | 0.16 | 0.06 |
| 2Y | 4.09 | 0.07 | -0.33 |
| 5Y | 3.60 | 0.03 | -0.40 |
| 10Y | 3.53 | 0.06 | -0.35 |
| 30Y | 3.76 | 0.11 | -0.21 |
| FF Market | FF Disc | IORB | |
| 4.83 | 5.00 | 4.90 | |
| SOFR | Prime | OBFR | |
| 4.80 | 8.00 | 4.82 | |

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