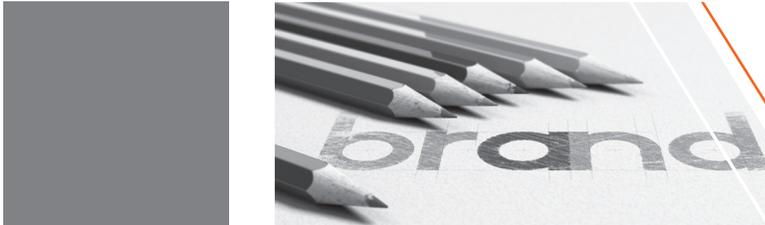


Brand Benchmark Study

Understand How Your Brand Resonates Within the Markets in Which You Serve



The Brand Benchmark Study measures your brand strength against that of your peers who operate within similar markets. Knowing the perception of your brand within your market is critical to sustained growth. Results provide insight on how your brand is resonating within your markets and helps to uncover areas of opportunity.

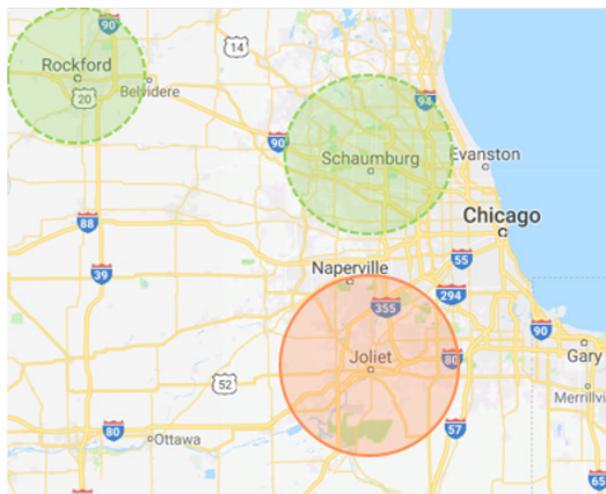
- This research study will uncover how your institution’s brand performs relative to your competitors within your defined market areas.
- Results will uncover which elements of your brand resonate within your markets.
- This study is focused externally – defining how your brand is represented in the markets in which you serve and providing growth potential and opportunities outside of your current base.

Research from Raddon indicates that as the industry reaches the ceiling on the share of their customers’ wallet, future growth will rely on the financial institutions’ ability to shift their focus from internal to external.

The Raddon Brand Benchmark Study helps financial services organizations understand how their brand resonates within the markets in which they serve.

Determining Market Potential

Understanding the penetration of your brand within your defined market is the first step in the analysis. Raddon’s consultants will work with your team to establish your market boundaries. Then, using those parameters, Raddon will determine the reach of your brand today. Areas where there is little or no penetration provide opportunities for growth. Prime target areas will be explored for potential goals



Primary Market (current base)

Joliet

Counties of Will, Kendall, Grundy, Kankakee

Potential Markets

Rockford

Consider counties of Winnebago, Ogle, Boone, DeKalb, Stephenson

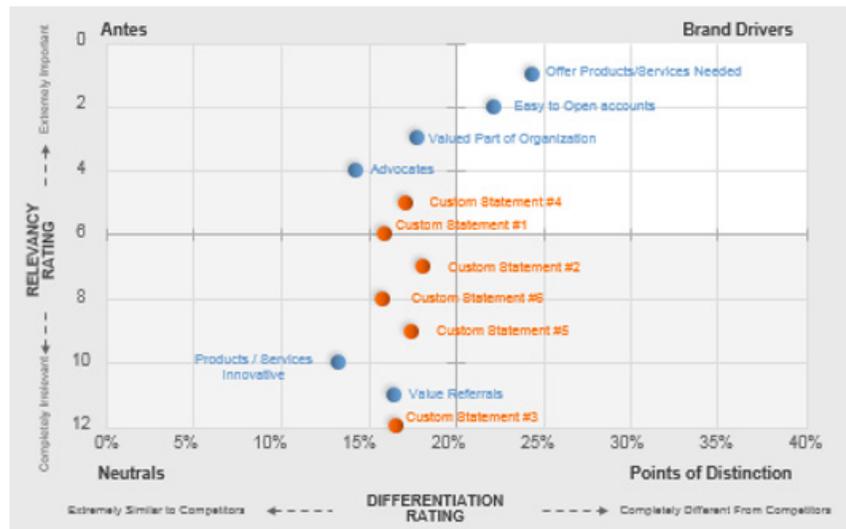
Schaumburg

Consider counties of DuPage, Kane, Cook, McHenry, Lake

Penetration vs. Resonance

Specific elements of your brand have helped your organization penetrate within certain areas of your market. Raddon will measure the strength of your brand elements versus those of your competitors to uncover which items are resonating within certain areas.

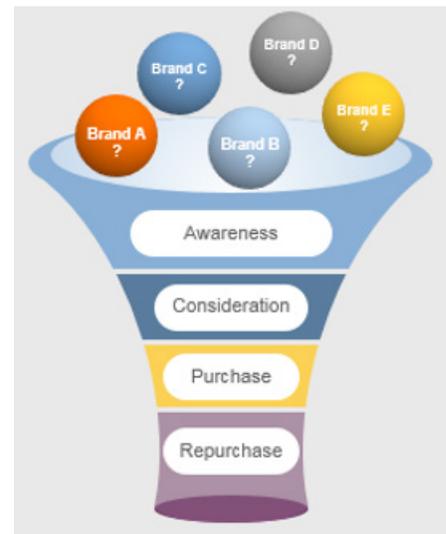
Coupling this information with the market potential analysis will provide guidance on the elements of your brand that are most impactful. In addition, results will provide insight on how to gain an edge over competitors.



Measuring the Strength Your Brand

Raddon will determine the strength of your brand by administering a survey to targets in your defined markets. The survey will cover the following topics:

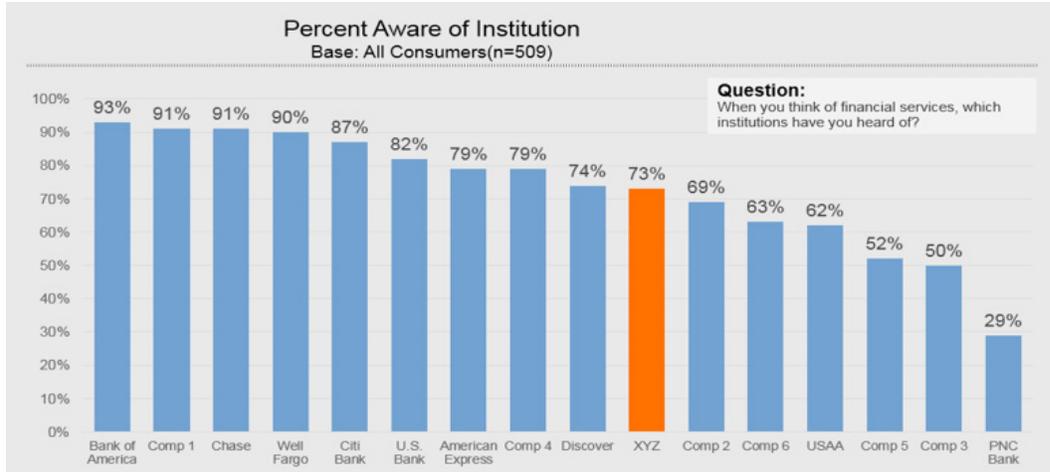
- **Awareness** – Are respondents aware of your organization? Do they view it favorably?
- **Consideration** – When in need, is your brand considered?
- **Performance** – What is unique about your offering? Does the consumer decide to purchase from you?
- **Repurchase** – Does your brand deliver on its promises? If given the opportunity, would the consumer purchase from you again?



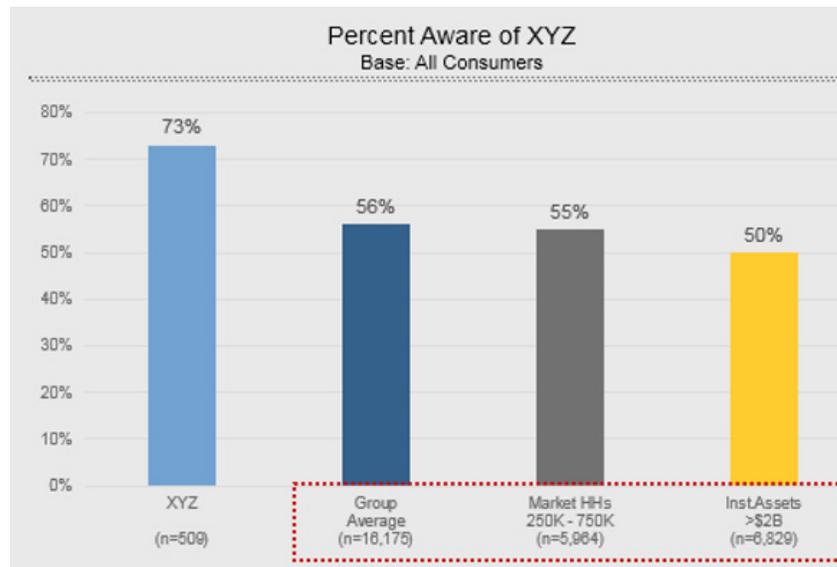


Raddon has been providing financial institutions with research-based solutions since 1983. Because we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

Aided Awareness



Benchmarking



Benchmarks

What makes Raddon's Brand Benchmarking Study unique is our ability to provide you with relevant benchmarks. Not only will you understand how your brand performs relative to your local competitors, but results will also reveal how well your organization performs compared to other like organizations participating in the study. Raddon will be able to provide benchmarks based on asset size and population density of the market.

Participation

The Brand Benchmarking Study includes the panel list in one defined market for

up to 500 respondents. Processing takes approximately 90 days and participants can start the process at any time. Participants may opt for additional market analysis, plus county/zip summaries.

Deliverables include market definition, survey design, field, response analysis, final report and results webinar with a Raddon Strategic Advisor.

Connect With Us

For more information about Brand Benchmark Study from Raddon, please contact us at 800-827-3500 or visit www.raddon.com.



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