



SPRING CONFERENCE

The Media Multiplier: Building Brands, Driving Sales

◀ **MAY 14-15, 2026** ▶
OMNI MT. WASHINGTON, NH





1. Your audience

- 
- 1. Your audience**
 - 2. Reaching them**

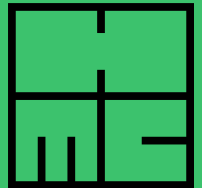
- 
- 1. Your audience**
 - 2. Reaching them**
 - 3. Practice**

The audience mindset:

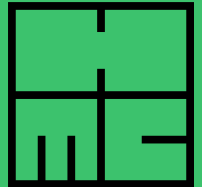


The audience mindset:

**The key to creating
impactful messaging.**

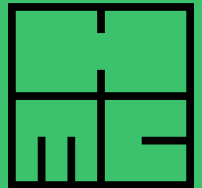


Same demographics.



Same demographics.

Entirely different mindset.



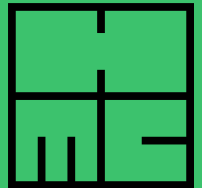
The trigger for action



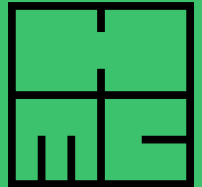
**The trigger for action
isn't demographics.**



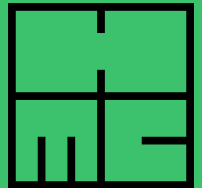
The trigger for action is



**The trigger for action is
situation, need, and
emotion.**



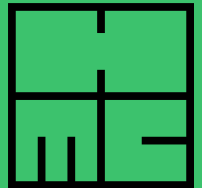
Talking to ourselves



Talking to ourselves
vs. talking to real people.



Stand out.



Stand out.

Don't blend in.



Stand out.
Don't blend in.



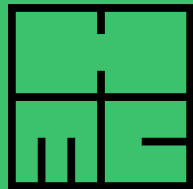
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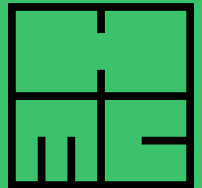


Real life.

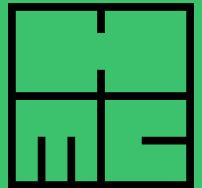


Real life.

Real answers.



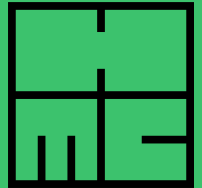
When decisions happen.



**How can we make a
difference for the better
in someone's life?**

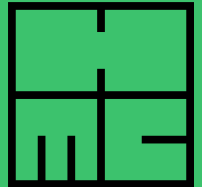


**Demographics are the
playing field.**

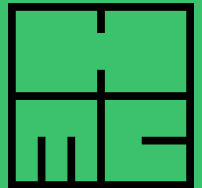


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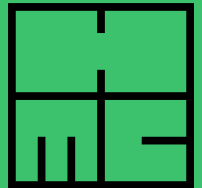
Not the players.



From mindset



**From mindset
to brand and performance.**



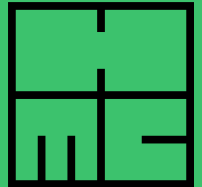
Demographics tell you



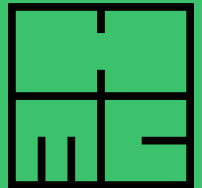
**Demographics tell you
who someone is.**



Mindset tells you



**Mindset tells you
what they need.**



And in bank advertising



**And in bank advertising
that difference is
everything.**



Brand

vs.

Performance



We tend to measure what's easy.



Brand is a luxury we can't afford.



95%

aren't paying
attention.

5% are actively shopping.



People don't decide to trust a bank the moment they see a loan ad.

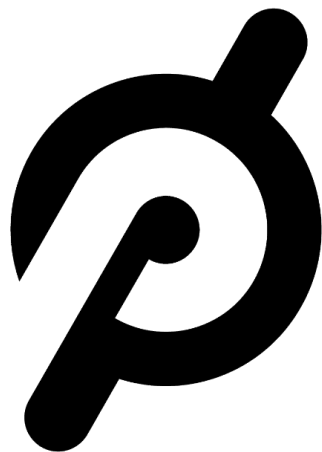
Trust is built long before the offer appears.





Brand marketing builds familiarity and trust.

Performance marketing converts trust into action.



PELOTON

When performance took over, growth got expensive.



Pre-COVID

Post-COVID

Premium lifestyle brand built on community, motivation, identity, and belonging.



2019

2020

2021

2022

2023

2024

2025

2026



Pre-COVID

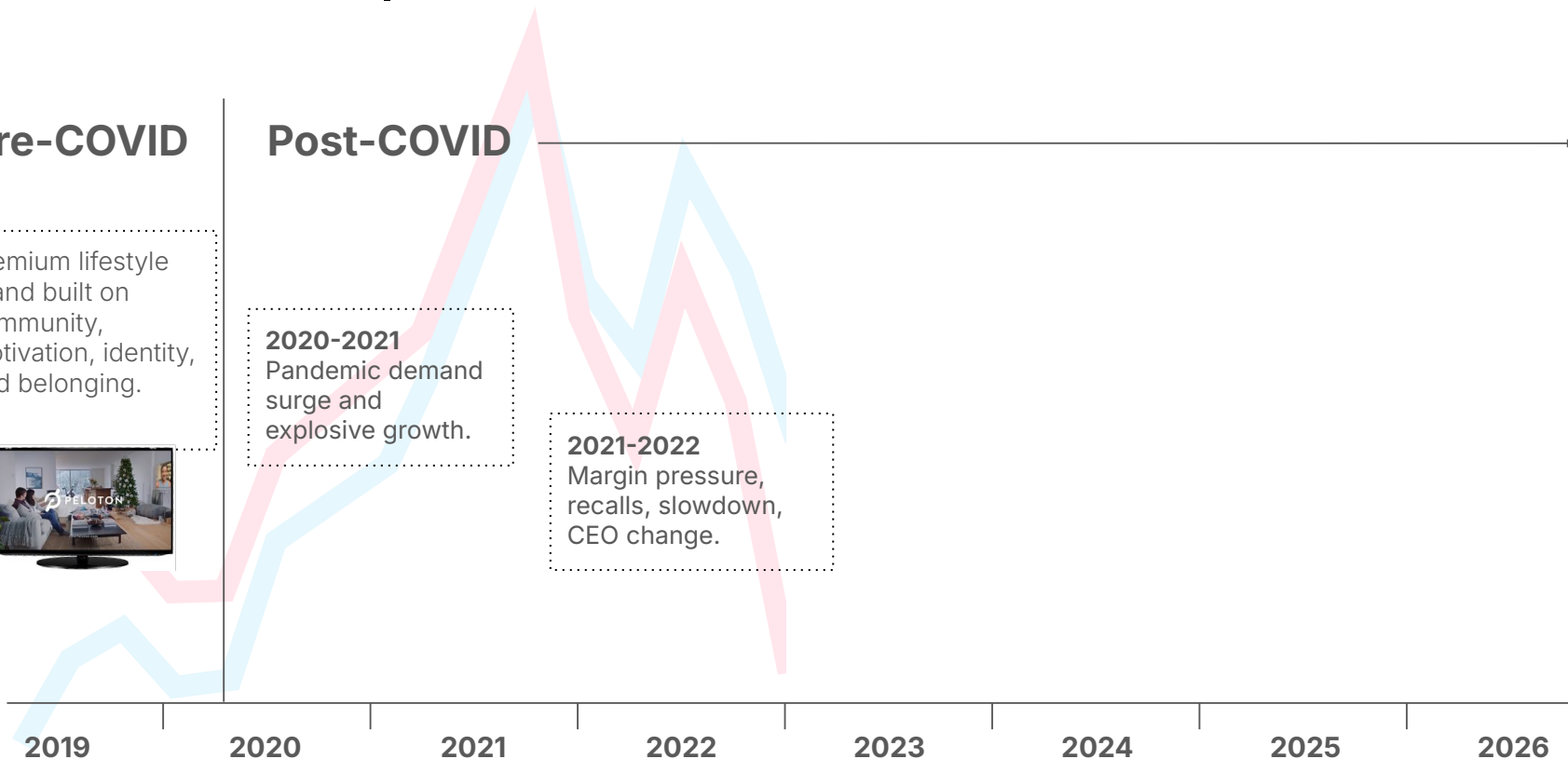
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Post-COVID

2020-2021
Pandemic demand surge and explosive growth.

2021-2022
Margin pressure, recalls, slowdown, CEO change.





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2023
Lululemon partnership signals brand rebuilding.

2024
Cost cuts and leadership reset.

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2020

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Key Milestones



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2025
"Find Your Power," improving cash flow, innovation returns.

2019 2020 2021 2022 2023 2024 2025 2026



Brand vs. Performance Audit

New / Launching



70% Brand | 30% Performance

Scaling / Stabilizing



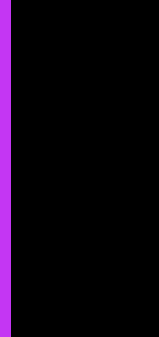
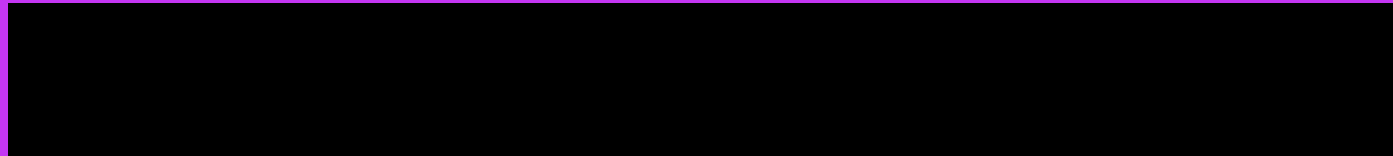
50% Brand | 50% Performance

Mature / Established



40% Brand | 60% Performance

Workshop





Assignment overview

Each group will:

- Be assigned a unique audience mindset
- Create a messaging strategy and a headline for a BRAND message and a PERFORMANCE message
- Create a media strategy that assigns a percentage of the budget to BRAND and PERFORMANCE, and potential tactics
- Choose a speaker to present the group's recommendations
- 25:00 for group work, each group will have 2:00 to present their work



Your bank

 **OMNI BANK**



Background

With 12 conveniently located branches, including the top of Mt. Washington, the base of the Cog Railway, and the Lodge at Bretton Woods, this mutual bank has served the Mt. Washington community for 155 years.

Our mission is to be here for our neighbors and local businesses. We do this by creating the most competitive deposit and lending products to serve the needs of our community.

Our technology platform gives our customers all the features they are looking for. And we support many community organizations through donations and volunteer efforts.

But the real difference is our service. Delivered by our fantastic employees.



Objectives

- Increase consumer lending by 5%
- Attract younger customers (24-40)

Strategy

- Increase brand awareness with Gen Z and Millennials
- Leverage the new Omni Mortgage for first-time home buyers as an entry product for this audience



Your Product

OMNI MORTGAGE

It's a competitive product — but similar products are available from our competition.

The rate is competitive but not as low as the national brands. We service all mortgages for the life of the loan. Our mortgage team is experienced, friendly and knows this valley better than anyone.



Your audience

- *Gen Z'ers and younger Millennials who are actively looking for a mortgage in your community.*

Gen Z	Millennials
<p>Generally born 1997–2012. In 2026, they are roughly 14–29 years old.</p> <p>Gen Z spans teenagers, college-age adults, early-career workers, and late-20s adults.</p> <p>Gen Z is the most racially and ethnically diverse generation in U.S. history.</p> <p>Gen Z is beginning household formation, but homeownership is still early and constrained.</p>	<p>Born 1981–1996. In 2026, they are roughly 30–45 years old.</p> <p>They are firmly in their prime working, parenting, home-buying, and financial-planning years.</p> <p>Younger and middle-aged adults are highly educated relative to older generations.</p> <p>Millennials are more racially and ethnically diverse than Gen X and Boomers.</p>



Gen Z and young Millennial mindsets



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A. First-time buyers who are worried about being able to qualify for a mortgage.



Gen Z and young Millennial mindsets

- A. First-time buyers who are worried about being able to qualify for a mortgage.
- B. First-time buyers who have planned, saved, and invested for this moment and are ready.



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- C. Homeowners who have growing families and want to scale up and buy a bigger home.



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- D. Millennials and Gen Z'ers who have moved to your community, are looking for a mortgage, and have no local bank-brand loyalty yet.



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- E. Millennials and Gen Z'ers who are looking for a mortgage, but don't like their current bank.
- F. Millennials and Gen Zer's who are overwhelmed by the home buying process and are therefore moving very slowly, if at all.



Your mindset **brand** creative brief

We want to tell _____ [audience + mindset]

that _____ [your brand message]

because _____. [reason to believe the brand message]



Your mindset **product** creative brief

We want to tell _____ [audience + mindset]

that _____ [your mortgage product message]

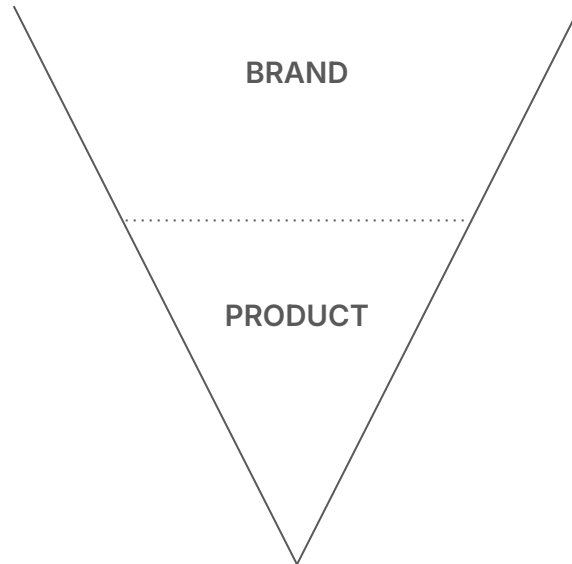
because _____. [how your mortgage message fits your brand message]



Your **media** strategy

HEADLINE

TACTICS





Thank you

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