

ATM INSIGHTS

# Six reasons to brand your ATMs

**2x**   
**share of wallet**

Customers aligned to your brand give it twice as much share of wallet



You're using every channel available to build your brand: brick and mortar locations, websites, mobile, social media, and your call center. The ATM channel is one of the most important avenues to interact with your customers – and attract more! Branding your ATMs makes a difference and here's why.

**1 Visually motivate machine usage.**

Branded ATMs draw attention to machines and stimulate new business. A non-branded machine blends into the landscape and may not be noticed. Branding calls attention to the machine and increases usage.

**2 Differentiate yourself from competitors.**

Set your ATMs apart with attention-getting signage and surrounds. A strong visual identity can promote usage even with non-customers.

**3 Build awareness and customer loyalty.**

ATMs are a convenient service that is expected by your customers. Branding aligns your customer to your organization. According to a recent Gallup study\*, customers aligned to your brand give it twice as much share of wallet, delivering more ROI.

**4 Clarify and reinforce your message.**

ATMs let you use visual storytelling to connect with customers. Compelling images can communicate your brand promise. They also allow you to cross-sell other products, increasing revenues.

**5 Strike an emotional note with customers.**

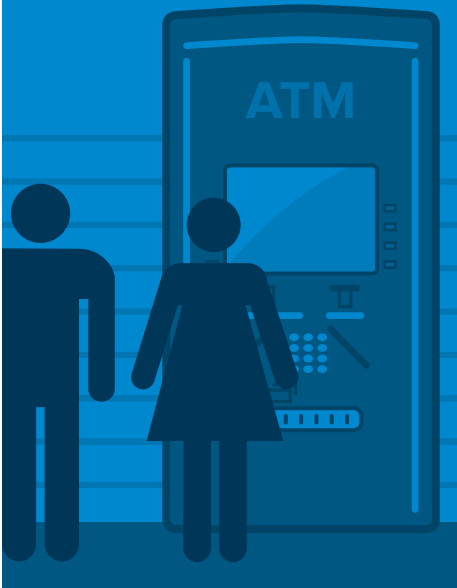
A conscious, deliberate message can strike a chord and win repeat business. ATMs can deliver valuable content, driving new business. ATMs can and should serve as an additional channel to deliver your marketing messages.

**6 Promote continuity across your footprint.**

Consumers want the same experience whether they walk into a branch, go online or use an ATM. Effective use of your ATMs includes branding and message continuity. Non-branded ATMs can detract or dilute other marketing efforts and in effect, dilute customer loyalty.

\*The Power of Aligning Consumers with your Brand, August 2014

**ATM Insights** is a publication that presents timely reports on new ATM technologies and capabilities and on progressive thinking and new developments in the financial industry.



ATMs are an important channel and branding them should be part of your overall strategy. We offer multiple choices when it comes to branding options. Talk with your Cummins Allison representative for more information about the difference branding can make.



**When you are ready to replace, add or expand your ATM network, let's talk.**

Cummins Allison offers a complete line of high quality, reliable ATMs to fit any branch configuration. Call 800 786 5528 or click [cumminsallison.com/letstalk](http://cumminsallison.com/letstalk).

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Cummins Allison is a global leader in developing solutions that quickly and efficiently count, sort and authenticate currency, checks and coin. We also offer a complete line of full-function automated teller machines (ATMs). Our leadership in technology and product innovation spans more than 125 years. Cummins Allison serves the majority of financial institutions worldwide, as well as leading organizations in retail, gaming, law enforcement and government. Ninety-seven percent of our customers would recommend our products and services.

The company holds more than 350 patents and invests double the industry average in R&D. Our world-class sales and service network includes hundreds of local representatives in more than 50 offices in North America, wholly-owned subsidiaries in Canada, the United Kingdom, Germany, France, Ireland and Australia and is represented in more than 70 countries around the world.