



The biggest impact for us has been the brand guide. Because Woychick Design helped us understand our target audience, our brand personality, and our key messages, even as our marketing materials evolve our brand stays strong and consistent.

— KATE SWENSON, PROJECT MANAGER, LSS FINANCIAL COUNSELING

LSS FINANCIAL COUNSELING

MARKET RESEARCH AND BRAND DEVELOPMENT

THE CHALLENGE

Recent declines in the number of people seeking financial wellness services, despite an increase in personal debt and bankruptcies, caused LSS Financial Counseling to reconsider its brand. The organization, a division of Lutheran Social Services, helps people with overwhelming debt get back on sound financial footing again, but suffered from audience misperceptions and some operational issues.

THE SOLUTION

In addition to other research, we conducted in-depth interviews with LSS clients who were completing a debt management plan (DMP), people who would be candidates for debt counseling but hadn't committed to do so, and LSS counselors and staff.

The new logo and tagline, Conquer Your Debt®, capture the recurring themes of empowerment, confidence, and taking action found in our research. Our brand and messaging guide, which acts as a roadmap for both internal and external communications, provides examples of common print and electronic materials, and recommendations for refined messaging to help them reach new clients.

THE RESULTS

LSS Financial Counseling has seen a 28% increase in the number of DMPs initiated in the past twelve months. More than 900 people have signed up to receive its weekly e-news, and blog and web traffic is growing monthly. They have also seen promising signs in reshaping the customer experience, and an increase in partnerships with like-minded institutions.