

**ADVANTAGES THAT CAN BE ATTAINED BY INCORPORATING BRANDING IN THE  
BANKING SECTOR**



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## **ABSTRACT**

A good brand name is gold in the banking industry. Banks rely heavily on their reputation. Banking only works if the consumer is willing to trust the bank with large sums of money. Branding is particularly important to the financial sector in the current economy, since investors and other big spenders are being cautious about making large financial transactions. For banks today, the strength and marketing power of an institution's brand is rapidly becoming one of the critical levers for differentiation and success. A powerful brand can change customer behavior, improve business economics, gain competitive advantage and provide a clear mandate for employees. There is significant opportunity for savvy banks to articulate and execute a brand strategy.