



CREDIT UNION ENHANCES MEMBER EXPERIENCE THROUGH SCENT

Canvas a Colorado-based credit union, is a not-for-profit, state-chartered, member-owned financial cooperative. Founded in 1938, the brand today has over \$2.4 billion in assets and more than 250,000 members. A full-service financial institution, Canvas offers an array of financial products and services including savings and checking accounts, loans, mortgages, mobile banking, online bill payment and more.

The Premium Scenting team worked closely with the Canvas brand experts to choose the right scent that would create a branded experience, sense of home and welcoming atmosphere for members.



WE WERE REALLY LUCKY TO HAVE THE TEAM REALLY WALK US THROUGH THOSE CONSIDERATIONS. WE HAD A LOT OF REALLY STRONG FEEDBACK AND OVERALL, IT'S BEEN SUPER, SUPER POSITIVE.

Tansley Stearns
Chief People and Strategy Office
Canvas

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OUR APPROACH

We worked with the brand to choose a signature scent for all locations, a modern spicy fragrance creating an inviting and luxurious atmosphere. A bright and refreshing feel comes from notes of grapefruit with a blend of citrus and watery tones, providing a sparkling effervescence to the floral notes of magnolia, violet and lily of the valley. A unique contrasting warmth enhances this scent from notes of black liquorice, basmati rice, amber, warm woods and the signature spice of saffron. We provided scenting to all 27 Canvas locations.

We used industry leading technology and tailored fragrances to transform each location into a pleasant and enjoyable banking experience.

MEETING THE CHALLENGE

When we service Canvas locations, we ask employees for their feedback and feedback they hear from customers as part of our customer satisfaction survey program.

Of the Canvas locations we've surveyed, 100% agreed that scent is a positive addition to customer experience.

HIGHLIGHTS

- SCENT USED TO ENHANCE MEMBER EXPERIENCE AND TO DIFFERENTIATE THEIR BRAND
- WE PROVIDED SCENTING TO ALL 27 CANVAS LOCATIONS.

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