

Branding Helps ATMs Stand Out in Marketplace

Highlighting an ATM's brand can make the machine more noticeable and lend credibility.

By Steve Arel
Contributing writer,
ATMmarketplace.com

Sponsored by:
GetBranded.com

A business — at least, one intent on staying in business — would never open without affixing its name to the storefront.

So it seems impractical that deployers would operate ATMs, which are essentially extensions of their business, without signage to attract potential users. Yet some estimates say that as many as half of all ATM deployers fail to brand their equipment.

It's a move, analysts say, that can keep a proven money-maker from being even more lucrative.

“It wouldn't make sense to have the equipment available and not make it visible,” said Al Tiley, president and CEO of North Salt Lake, Utah-based Companion Systems, a firm specializing in ATM branding solutions for the last 30 years. “If you're going to invest the funds to put an ATM out there, you have to differentiate it. The brand needs to be present, and you need to present the ATM in such a fashion that it's recognized as an ATM and draws people to it.”

Relevance of branding

Branding is considered to be among the easiest ways a deployer can drive transactions. As national sales manager for

Anderson, S.C.-based GetBranded.com, a company that capitalizes on Internet connections to market its branding options to prospective customers worldwide, Howard Latshaw has seen a number of businesses enjoy increased profitability by dressing up their bare machines.



ATMs are located in a variety of places. Making them noticeable and identified with a specific brand can help the machines stand out and increase customer transactions.

Latshaw uses the soda industry as an example of the power of branding. A customer entering a store doesn't face a simple case holding bottles or cans of a particular drink. Instead, the case is enfolded in a vibrant, colorful wrap, featuring the company logo.

"There's a reason they do that," Latshaw said. "It needs to be visible to be effective."

ATMs these days are scattered about inside and outside banks, sports venues, malls, convenience stores and restaurants. Some deployers pass on branding opportunities for financial reasons, while others choose not to use branding because their machines are positioned in spots where the surrounding environment clearly identifies the ATM's location.

But most machines aren't so evident to would-be users, anchored in crowded marketplaces out of direct sight. Routinely, the units blend into the décor, camouflaged by similar colors, textures and lighting.

Depending on the size of a deployment, companies can easily spend tens of thousands of dollars, or more, to fan ATMs out into the field. Industry analysts consider branding a small expense that makes the initial investment more worthwhile.

Perhaps no other industry besides ATMs gives more credence to the adage "image is everything." Branding puts ATMs on equal footing with other products competing for customers' attention, Tiley said.

The right mix and consistency of branding can turn bland boxes into something of an icon. Take Bank of America ATMs, for example. Its machines, draped in red,

The right mix and consistency of branding can turn bland boxes into something of an icon.

white and blue wraps with large logos and lettering, and typically under cover of a bright red canopy, easily can be spotted from afar.

"You can drive by and know, by the branding that's done, it is an ATM," Tiley said. "That draws activity and business to that product."

Branding also lends credibility to the product, Latshaw said. A plain, unmarked unit can be cause for concern among some users, who might see the ATM and be somewhat leery if it's not identified with a business.

"There's added confidence for the consumer when they see a logo," Latshaw said. "It instills confidence that there is actually someone standing behind the ATM."

Types of branding and customer flexibility

When considering what sort of branding to use, deployers must determine how best to unbox their ATM. Decals and wraps are the most common, and the least expensive, forms of branding.

Decals can be as simple as a company name or logo and can say or depict anything. Solution providers, however, recommend using wraps that cover most, if not all, of the ATM's metallic skin. And installation is simple. Wraps, which are specific to certain types and brands of machines, are essentially stickers delivered in sheets

that easily peel away and can be placed on their respective areas.

Location and ATM type will dictate potential branding methods, such as decals, wraps, canopies or enclosures. Deployers also need to consider other factors, including usage frequency, potential users, surrounding environment (i.e., indoor or outdoor) and the message that needs to be conveyed.

“This is a touchpoint for your consumer and needs to be treated accordingly,” Tiley said. “You want that product looking its best every time it’s used.”

Even with all the options available to deployers, there also is virtually unlimited flexibility to tailor branding to fit a company’s needs. In fact, the options are as restricted as one’s imagination, solutions experts say. Customers have full control of design and appearance.

Increased transactions

While no specific data has been reported on the impact of branding, feedback from deployers that use it call it a difference-maker. One GetBranded.com customer, for example, saw a 39 percent jump in activity with branded machines during the first two months they had been outfitted with wraps, Latshaw said. The company’s average customer experiences a 20 to 25 percent spike.

Strategists say branding is successful because it is centered on the premise of getting the greatest return on investment by putting “pop” in equipment. That’s why companies that place orders for branding often re-order whenever they deploy new or additional units, because of its added value.



When determining what type of branding to use, consider location, ATM type, usage frequency, user demographics, surrounding environment and the intended message.

But branding isn’t solely for businesses with sizeable deployments or big budgets. Branding benefits companies of all sizes. After all, ATMs don’t make money sitting idle.

“The biggest challenge is to convey to consumers that this is an investment they have to make,” Latshaw said. “Branding gives them a competitive advantage.”

GetBranded.com’s average customer experiences a 20 to 25 percent spike once ATMs have been branded.

About the sponsor: GetBranded.com, expanding its global reach, has taken its ATM branding solution services completely online. The S.C.-based firm is a one-stop shop for deployers, offering an array of services, including knowledge of regulation signage standards, consultation and decals and toppers tailored to deployers wanting to increase their machine’s visibility.