

Case Study #1: Financial Services

Background

- Financial Services Company A was known as a low market.
- Brand sales were jumpstarted during the heart of the cost investment company that focused on long term growth vs. quick gain, high growth alternatives popular among investors in the recession when Financial Services Company A launched its new offerings...that were designed to be more conservative in investment keeping the market conditions and perception of investors at the time in mind.
- However, the program simply reinforced the “price” perception of Financial Services Company A; it did not increase the “value” side of the equation or create a strong, distinctive reason to invest
- Financial Services Company A brand connect—emotion and fit—was among the lowest of the major financial service companies as measured in the brand study among competitors that the company carried out on an annual basis.
- In February 2010, Financial Services Company A launched a new campaign focused on low term growth investment excellence.

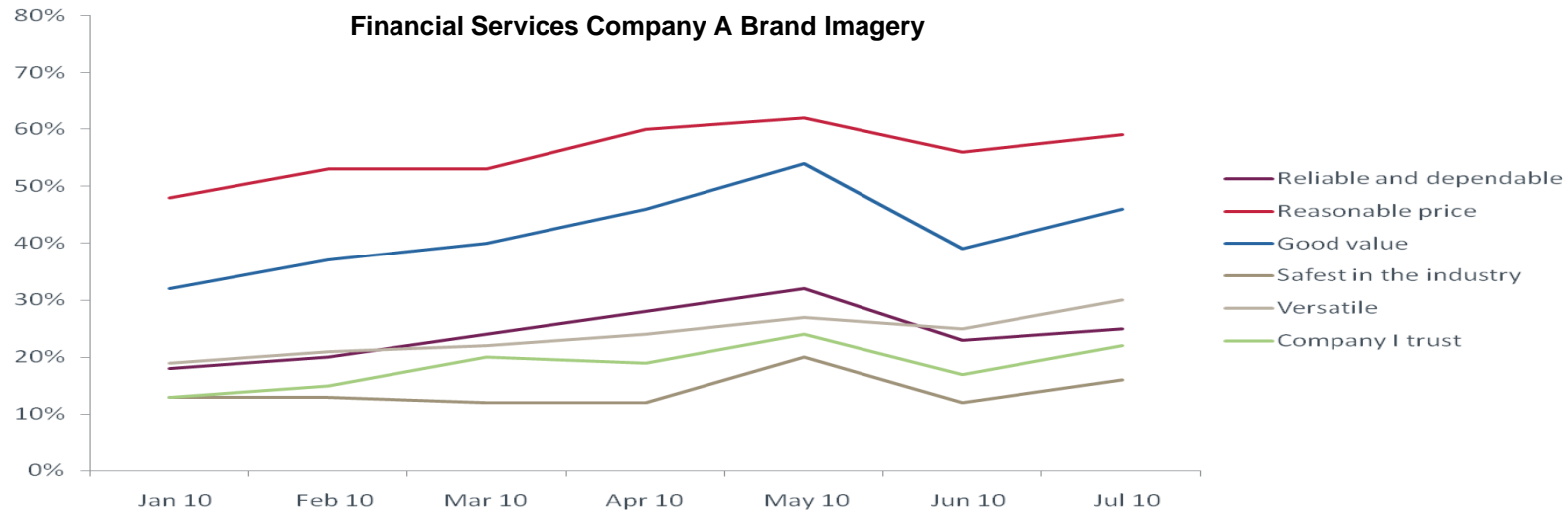
Category

Results

Financial Services Company A imagery has seen significant gains since January in core equities around price, but also around safety, versatility and trust. Most imagery attributes spike in May.

Financial Services Company A Brand Imagery

Tracking Data
–Brand
Imagery



Case Study #1: Financial Services (cont'd)

Category

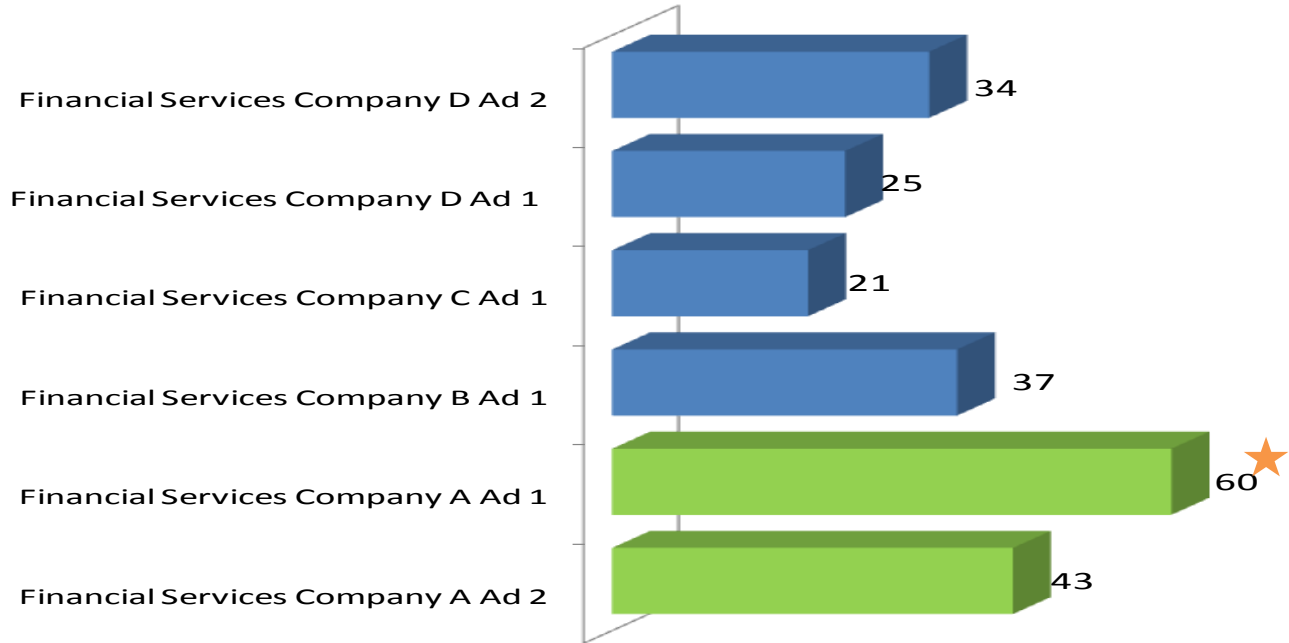
Results

When we tested the new ads, the new Financial Services Company A advertising provided dramatic lift in emotional connect, particularly when compared with other brands. Financial Services Company A Ad 1 showed the greatest lift.

Ad testing

Financial Services Emotion Connection "Lift" Average: 34%

Increased Emotional Connect



Financial Services Self-Fit "Lift" Average: 26%

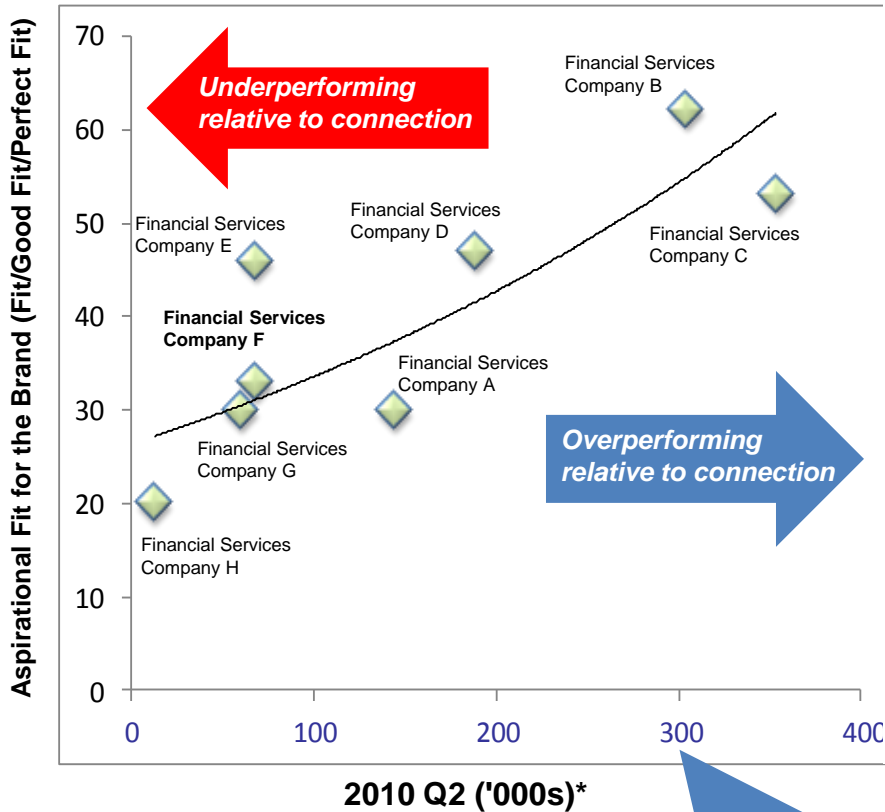
Case Study #1: Financial Services (cont'd)

Category	Results
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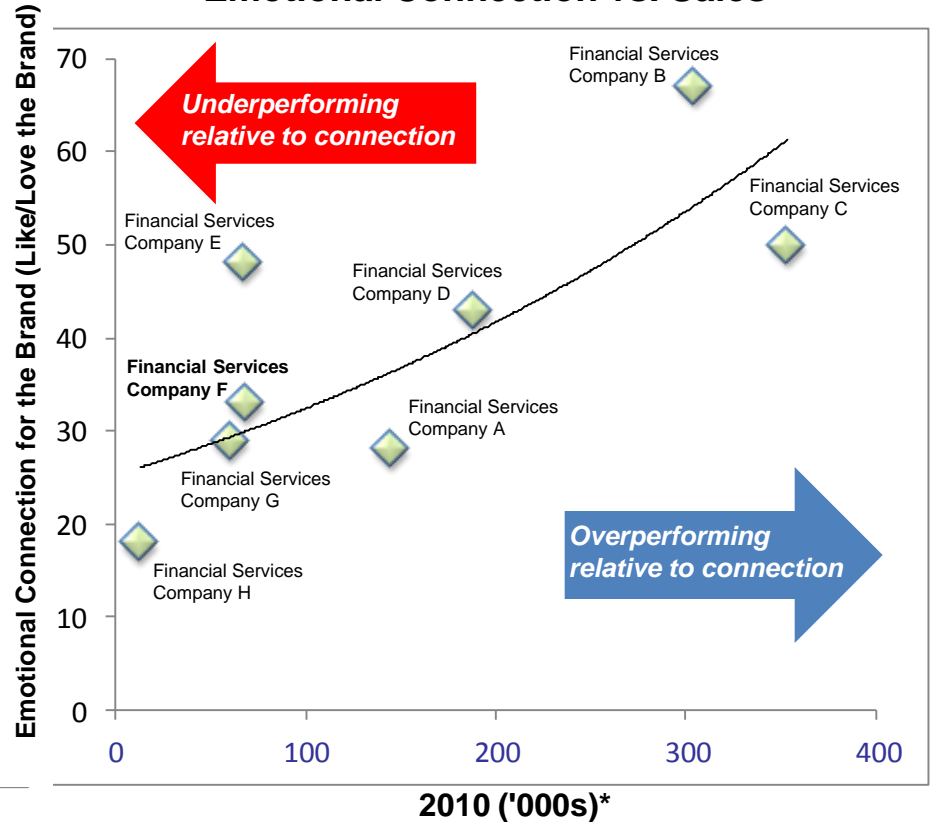
Tracking Data

- Both emotion and fit are highly correlated with sales performance, fit slightly more so. Financial Services Company A is over performing.
- Financial Services Company A's advantage in the lower funnel metrics is noteworthy, and is the result of significant YOY increases
- Since the advertising broke after a spike during, Financial Services Company A assets under investment accelerated at a consistently higher rate vs. other Financial Services Companies. *Copy testing predicted in market performance.*

Fit vs. Assets in Investment



Emotional Connection vs. Sales



Scale Changed to Protect Confidentiality