

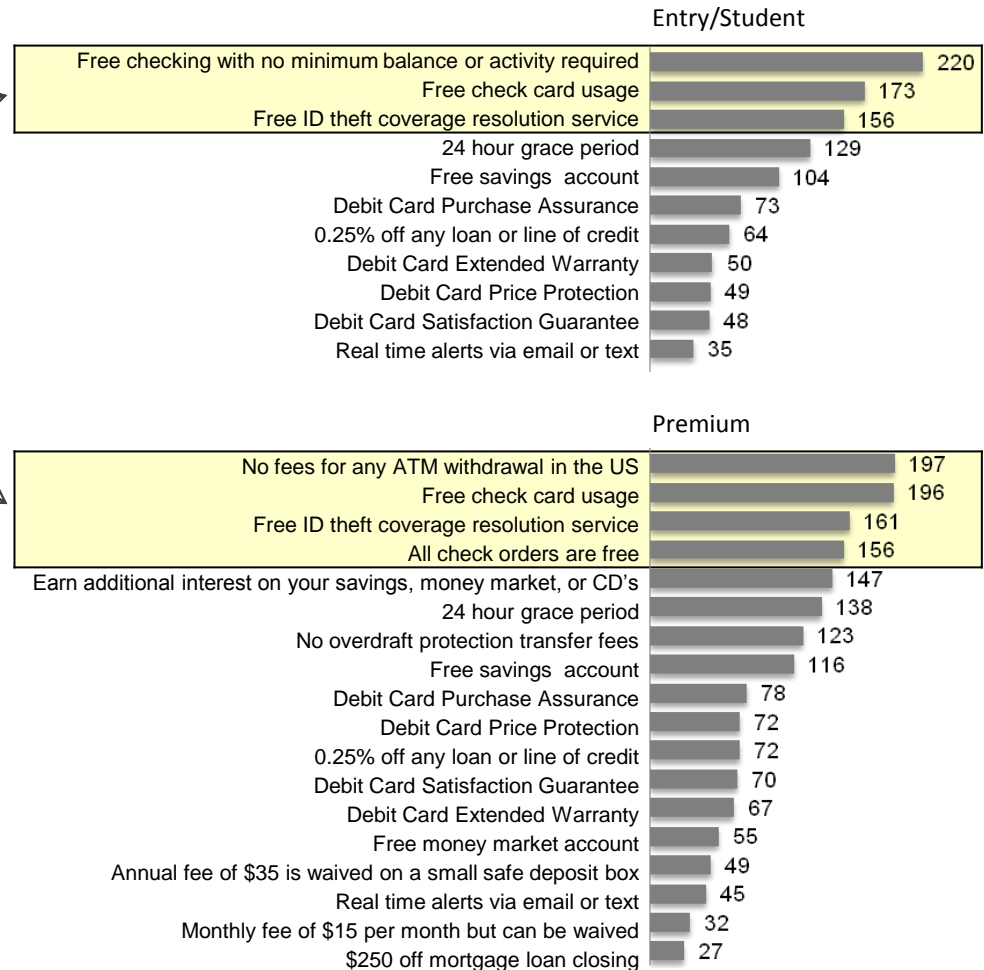
What Is Important to Potential Customers?

Brand 1 is launching new checking products into market. In order to give these new products the best chance to succeed, it is important to understand what features and benefits are most important to potential customers and how they stack up against competitive products that are on the market today.

What do potential customers see as most important when considering a checking account?

An overwhelming theme that comes to the forefront when comparing potential features of checking account services is the concept of “free”. Consumers are expecting basic services to continue to be free without extra fees being assessed to their accounts. Free checking with no minimum balance, free checks, free check card usage, free ID theft, and free ATM withdrawal all score high on relative importance for all groups.

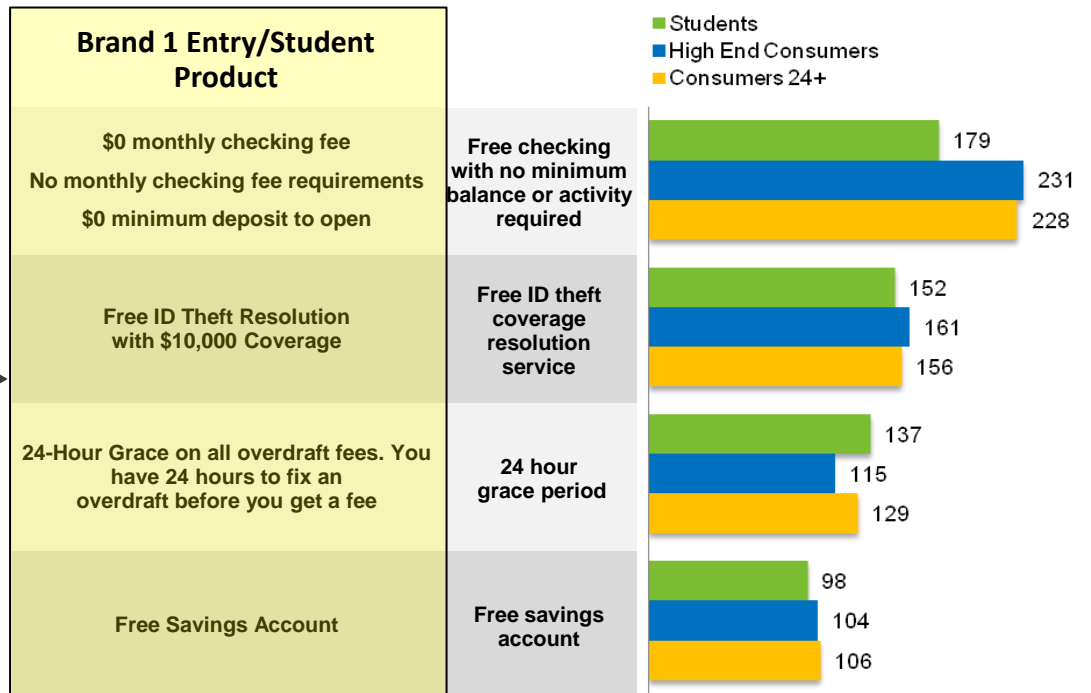
- 24 hour grace and other overdraft protections were also high scorers on relative importance among all groups.
- Not surprisingly, high end consumers rate additional interest on savings and money market accounts highest on relative importance.
- Debit Card Guarantees, Warranties, Protections along with real time alerts, reduced interest on loans and money off mortgage closings score the lowest on relative importance.



Case Study #2: Financial Services (cont'd)

Brand 1's Products vs. What Is Important to Potential Customers

- How do Brand 1's new checking products compare with what potential customers say is important to them when considering checking account services?
- Brand 1's new checking products align well with what potential customers are saying is important to them when considering new checking services.
 - The Entry/Student checking product as presently constructed is aligning almost exactly with what potential customers place high importance on for their checking accounts.
- One benefit that looks to be extraneous for the Entry/Student product is the .25% off any loans or lines of credit feature. This feature scored low on relative importance and should be considered for elimination from the product.
- The Premium checking product is also nicely aligned with potential high end consumers. However, one benefit that high end consumers rated highest in relative importance was additional interest on savings and money market accounts. This benefit is not presently part of the Premium checking package but should be seriously considered for inclusion.



Relative Importance Index set at...
 100 = Average likelihood an attribute is most important
 Over 100 = More important when considering a bank
 Less than 100 = Less important



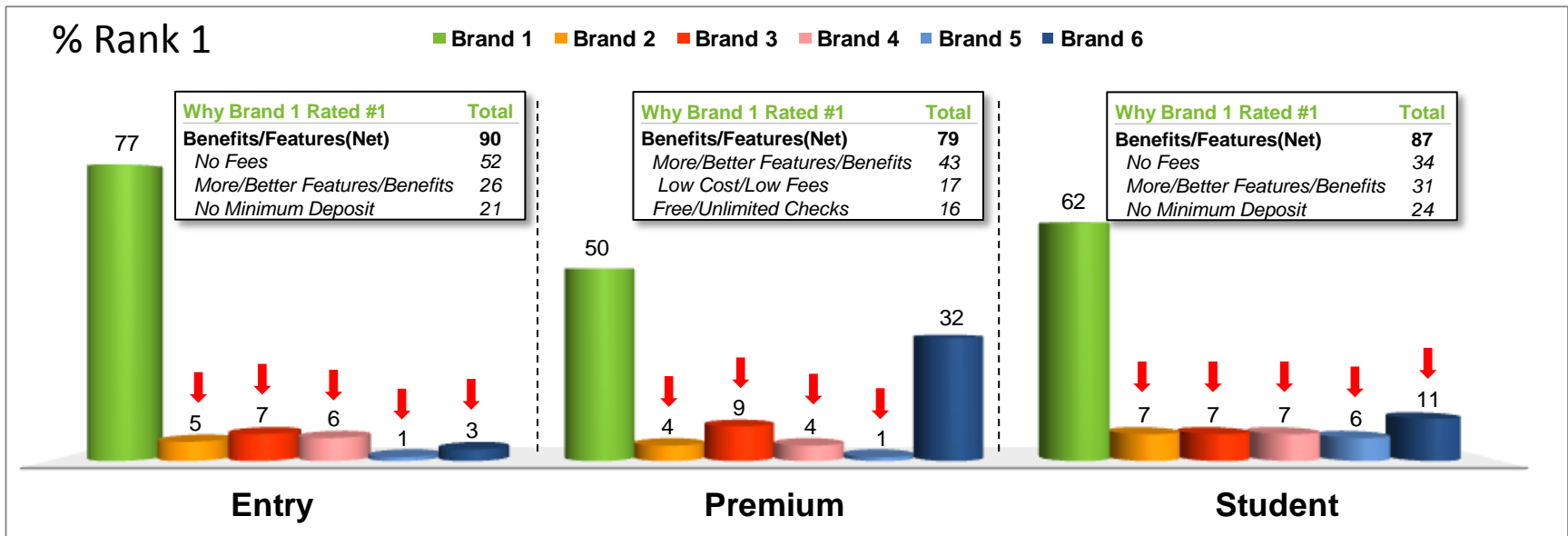
Case Study #2: Financial Services (cont'd)

Competitive View: Brand 1 vs. Competitive Checking Products

•How do Brand 1's new checking products compare with competitive products on the market today?

•As seen previously, Brand1's new product features and benefits conform with what potential customers have stated are important to them when considering a checking account. Thus it is not surprising that Brand 1's new products outperform the top competitors products by wide margins.

- Brand 1's no fees, no minimum deposit and more benefits enticed nearly 8 out of 10 respondents to rank it the most appealing among entry level checking accounts. Brand 5 and Brand 6, who both impose a monthly fee were the least appealing among competitors.
- Brand 1 is much closer to its competitors when comparing premium checking products with no statistical difference between the bank and Brand 6 among #1 rankings. However nearly two out of three of potential customers ranked Brand 1's premium checking product either 1st or 2nd
- Brand 1's greater breadth of features and benefits along with no fees propelled it to statistical advantages over all competitors on student checking products.



↑ ↓ #1 Ranking significantly higher/lower than Huntington at 95%

For Consideration - Benefits to Add/Exclude

We have seen that Brand 1's checking products feature benefits that fit with what potential customers feel is important and they compare favorably with the competition. However, is Brand 1 offering too many benefits and incurring unnecessary expense? Could the bank see relatively the same competitive advantage by excluding some benefits? The following are some suggested modifications:



Entry/Student Checking Product

Thinking about Brand 1's Entry/Student checking product, the one benefit that seems to be a strong candidate for exclusion is the .25% off of loans and lines of credit. This scored well below average on importance and looks to be an expense the bank does not need to take on for this product to succeed.



Free savings account may also be something to look toward eliminating in helping to streamline the Entry product.



Premium Checking

On the Premium checking side, a unique benefit like 24 Hour Grace (a high scorer on importance) looks to be enough to offset the exclusion of low importance scorers like Free Money Market, \$250 off mortgage closing, and .25% off of loans and lines of credit.



A benefit that should rate strong consideration for inclusion to the Premium checking product is additional interest on savings, money markets, and CD's. High End Consumers give this benefit the highest chance of it being the most important when considering a checking account.