



QuickQuerySM

A major ad agency turns to QuickQuery for speedy insights when crafting a creative pitch for a financial services firm.

The Challenge

On Monday morning, an advertising executive from a major advertising agency was preparing for a client pitch worth two million dollars in new business, to take place the following Friday – just eleven calendar days away. The prospective new client was a national bank whose current campaign strategy focused on the services they provide, such as free checking and personal loans. The bank's marketing team implied they did not want to change this message, so the ad agency developed a campaign that continued to focus on these services. That morning, the agency received an email stating that the pitch was being moved up to Monday, just a week away. To make matters worse, the vice president of account services at the agency felt that the bank's current campaign was not terribly unique. He believed that in order to win the business, the agency would have to demonstrate that they truly understood the banking consumer and that there was a deeper, more compelling message that their client should be communicating. They would have to come up with an alternative message, one that would stand out as original and innovative while also demonstrating their agency's familiarity and expertise in the banking industry.

The Solution

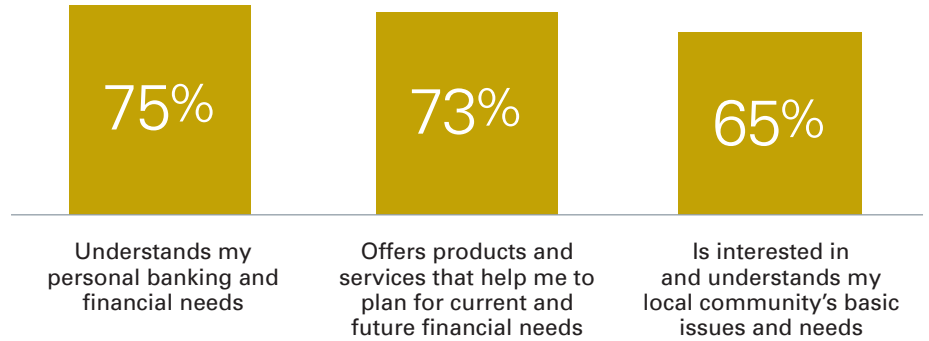
Unsure how to create a unique message that would appeal to a national bank enough for them to change their current campaign, the account team realized they needed additional consumer insights in order to develop a new strategy. However, the pitch was in one week, and they needed the information as soon as possible in order to develop a strategy for a new campaign. A colleague recommended using Harris Interactive's QuickQuery service, which would give them survey results in two business days. They contacted Harris Interactive's QuickQuery team and explained the situation. Harris Interactive walked the account team through the process, explaining that if they could finalize questions and fax back a signed contract by 3 p.m. that day, they would receive data tables by end of day on Thursday. The ad agency drafted a set of questions that addressed several issues, including general attitudes people have about the banking industry, as well as feelings they have about their banks and banking needs. They also included questions about their potential client specifically, including attitudes about their reputation and the products and services they offer. They didn't need to worry about adding demographic questions, since they knew that QuickQuery includes a standard set of demographic questions free with each field. Even though the bank only has branches in about 25% of the U.S., QuickQuery's ending sample of 2,000 adult respondents nationwide would ensure that the ad agency would get around 500 completed responses in the bank's market area. The agency would also be able use a large portion of the remaining 1,500 respondents to gauge consumer attitudes towards banking in the regions of the country that the bank would like to enter.

The questions were reviewed by a member of Harris Interactive's financial services team before emailing suggestions for tightening question language and fleshing out response lists. They also provided pricing (about \$1,100 per question), confirmed timing, and sent a one-page contract for the study.

The Results

On Thursday afternoon the ad agency received the data. The survey results supported the account team’s hypothesis that while banking consumers highly value free checking and the availability of personal loans, those offerings are not necessarily unique to any one financial institution. The study went on to show that consumers appreciate a bank that can relate to them on a personal level and that this particular bank was perceived as a bank that connects emotionally with its consumers.

% of Banking Customers Who Say It Is Extremely/Very Important That a Bank They Work With...



The study showed that consumers believe strongly that the bank they work with should have strong community involvement – an interest in and understanding of their local community’s basic issues and needs. It also showed that consumers wanted a relationship with a bank that they felt could be a strong and trusted partner in their lives over time. Based on these results, the ad agency developed a strategy that would display their client’s strong identity with and deep ties to the local communities that it serves, and that emphasized its integrated set of lifestyle-enhancing products and services including free checking, personal loans, education loans, home loans, small business loans and savings and retirement plans.

The agency won the business, based in large measure from the study they did with Harris Interactive. When asked about working with Harris, the account executive stated. “They were very responsive and very easy to work with. And they delivered exactly what they promised.”

Contact us today for more information about the QuickQuery online omnibus.

Stacey Eliav
212.539.9527
seliav@harrisinteractive.com

Maria Yarolin
212.539.9738
myarolin@harrisinteractive.com

Viviana Valle
212.539.9784
vvalle@harrisinteractive.com

Michael Griffin
212.539.9707
mgriffin@harrisinteractive.com