

Young Couples Creative Test



The following 4 creative types were tested among Canadians 25-34 years old:

Creative A

Creative B

Creative C

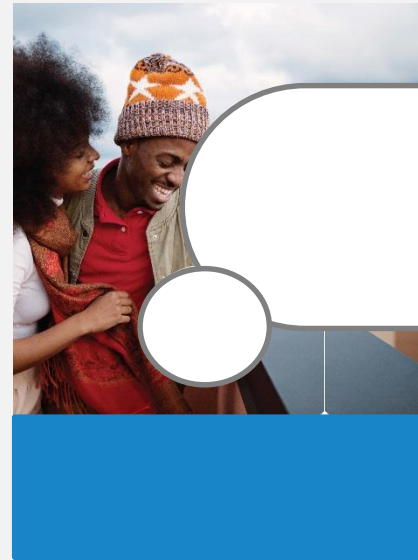
Creative D



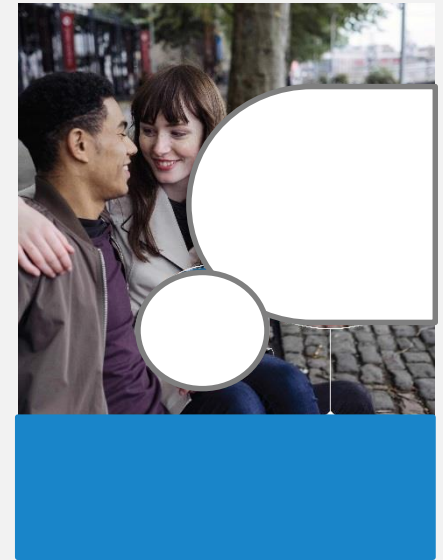
A



B



C



D



Summary

RECOMMENDATION

We recommend to proceed with **Creative A** as a primary visual. It is appealing to general public of Canadians 25-34 years old, especially to married couples, those planning to move and to switch banks. Overall, it is also among the top 2 visuals for the ability to motivate to switch to Company A, but it's inspirational call to action makes it the #1 most motivating creative among those planning to get married.

A



We recommend to consider **Creative D** as a secondary visual for this campaign. It is as strong as Creative A in terms of motivation to switch to Company A especially among those already married.

D



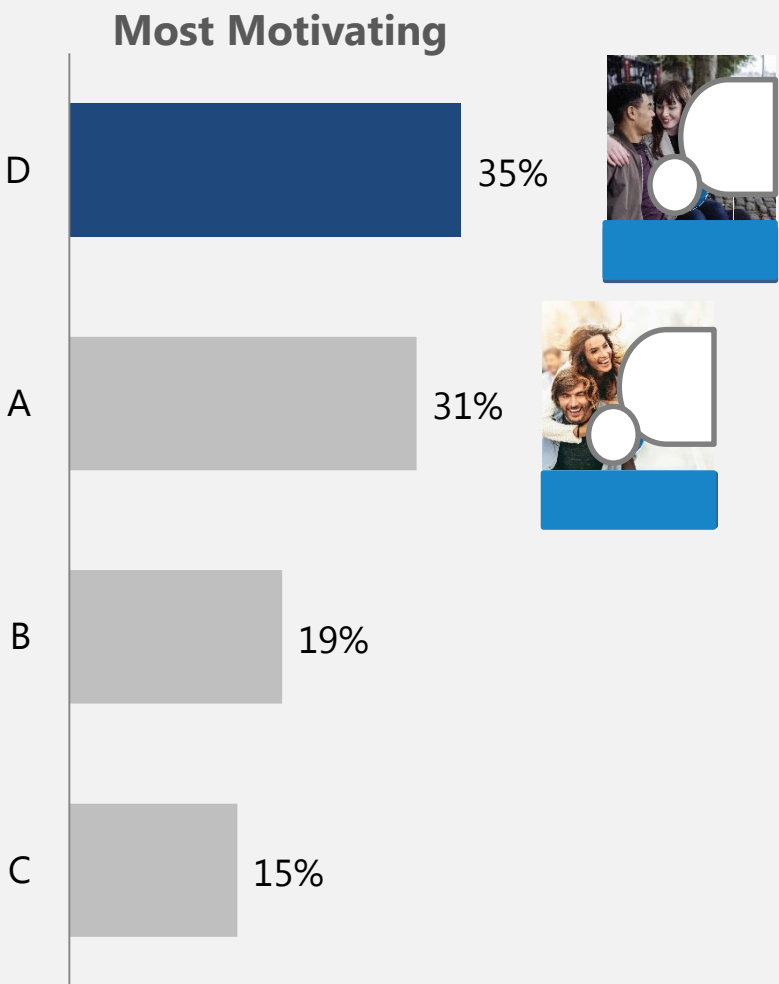
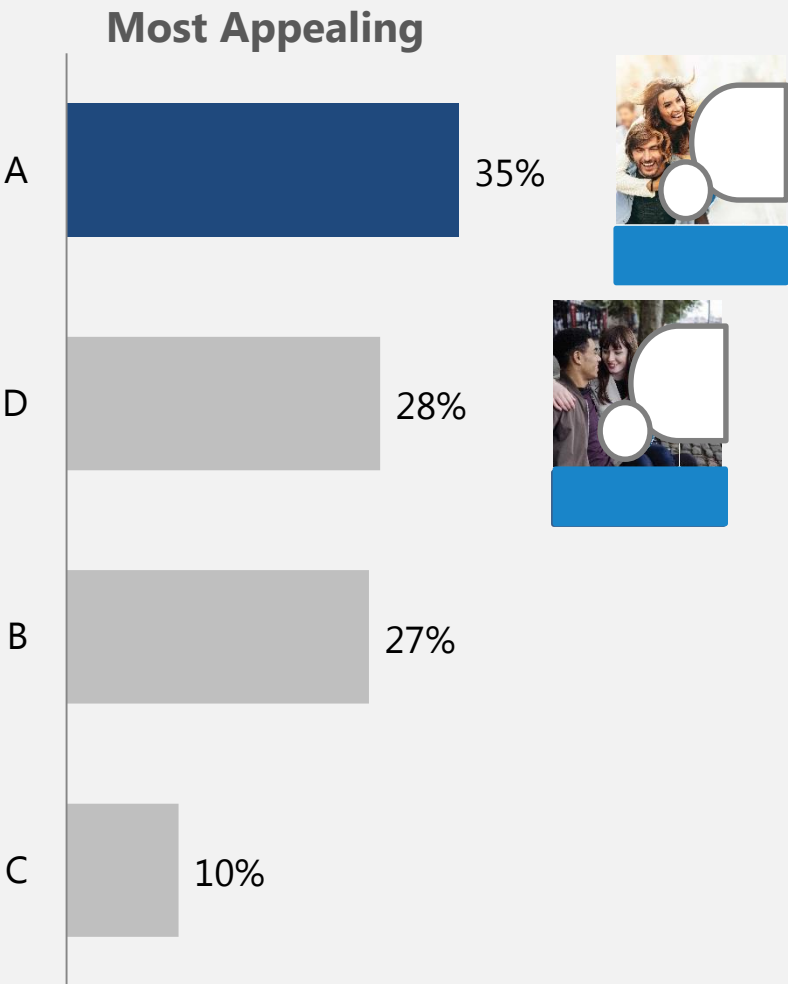
Overall, \$500 proved to be an effective incentive as it significantly increases the intent to move to Company A.



Creatives A and D are overall most appealing and most motivating to switch to Company A.

All Respondents

25-34 y.o.



Company A is offering to move your banking and credit card for up to \$500 in cash and incentives. How likely would you switch to Company A?

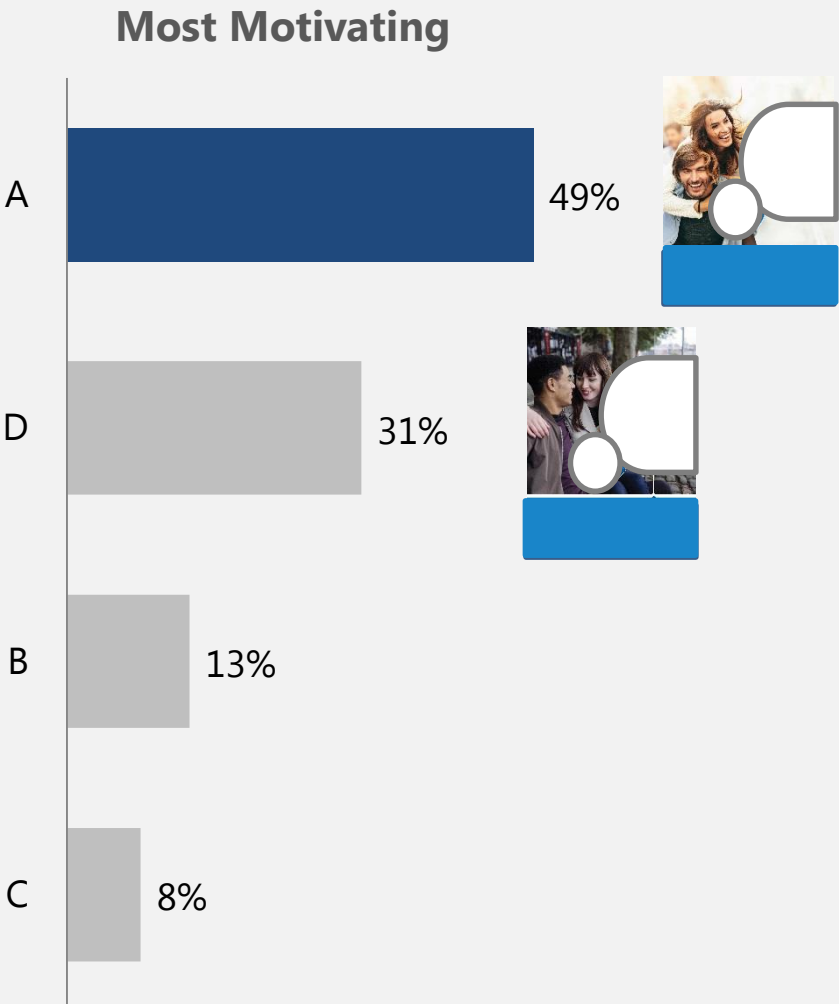
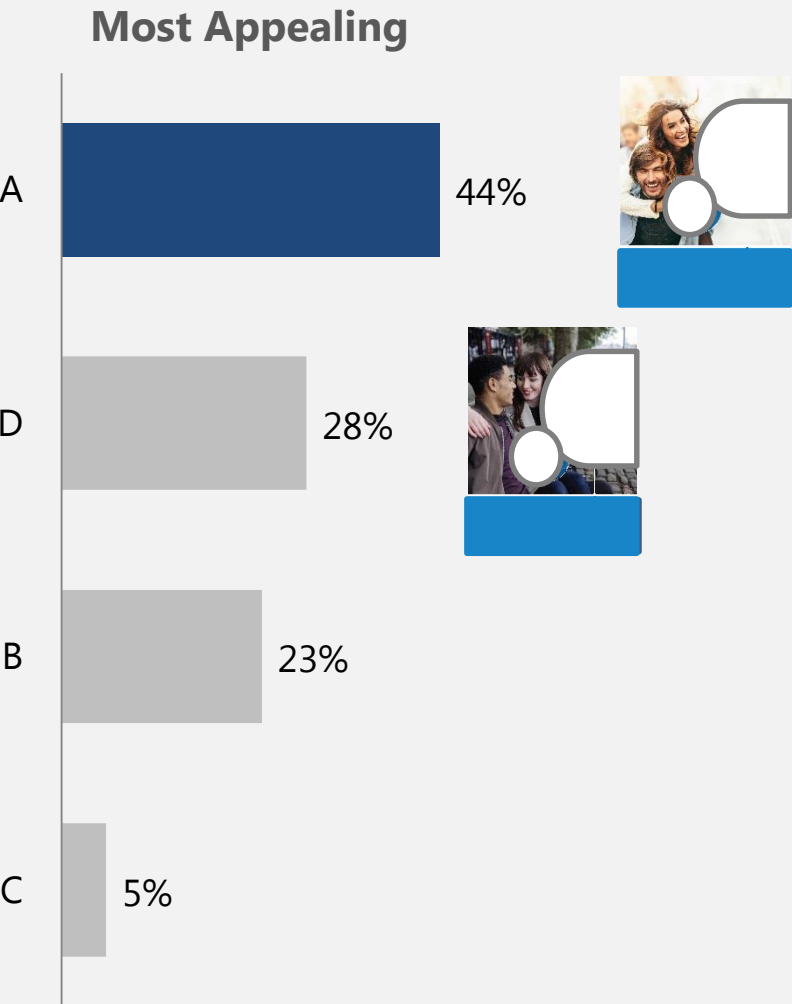
Please choose which of the following ads would be most motivating for you to switch:

Meanwhile, Creative A has a strong lead among Canadians who plan to get married.

Planning to Get Married*

N=39

39% of Canadians 25-34 y.o. in our sample admitted that they are planning to get married in the next 3 years.



Company A is offering to move your banking and credit card for up to \$500 in cash and incentives. How likely would you switch to Company A?
*Planning to get married in next 3 years.

Please choose which of the following ads would be most motivating for you to switch:

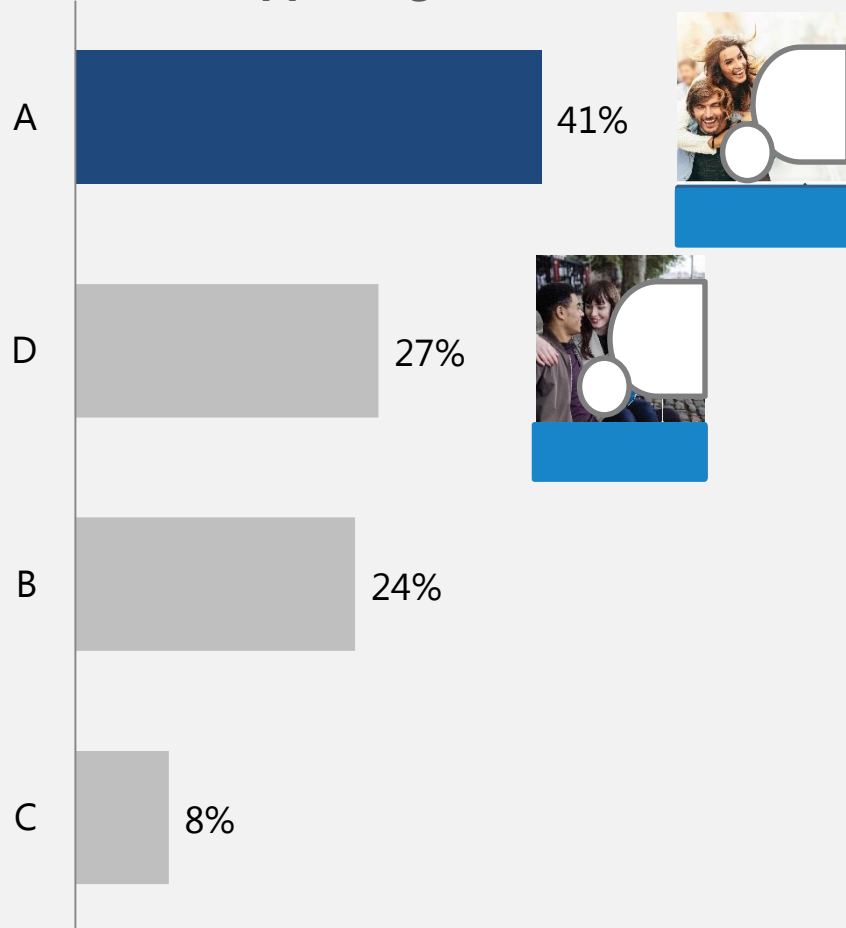
While, Creative A is also most appealing and motivating among those planning to switch banks.

49% of Canadians 25-34 y.o. in our sample admitted that they might switch banks in the next 12 months.

Planning to switch banks in next 12 months

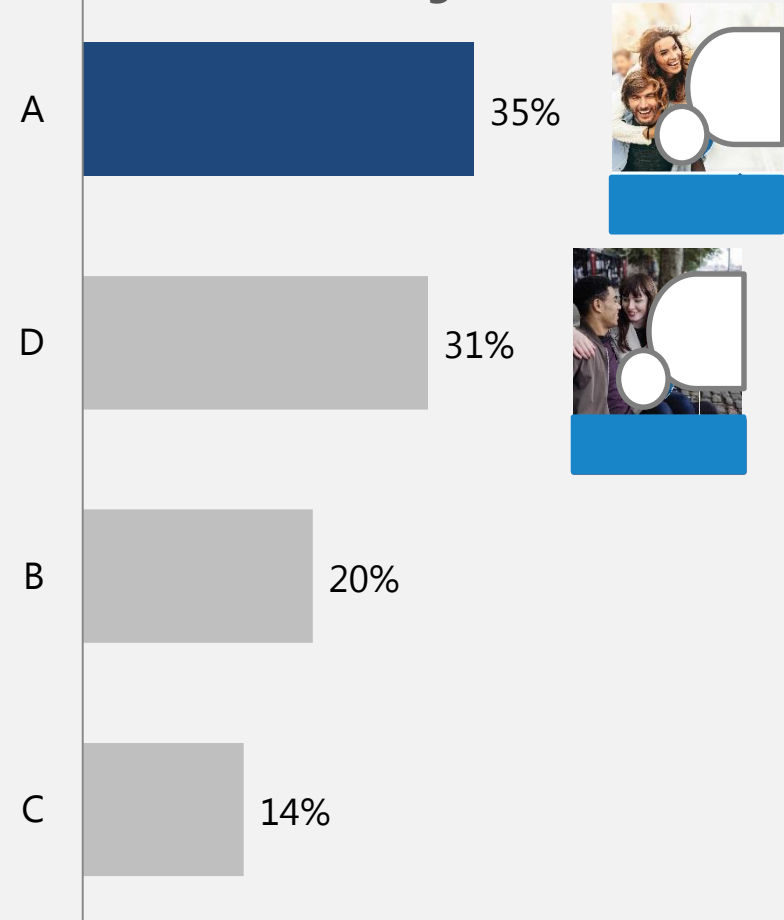
N=49

Most Appealing



Company A is offering to move your banking and credit card for up to \$500 in cash and incentives. How likely would you switch to Company A?

Most Motivating



Please choose which of the following ads would be most motivating for you to switch:

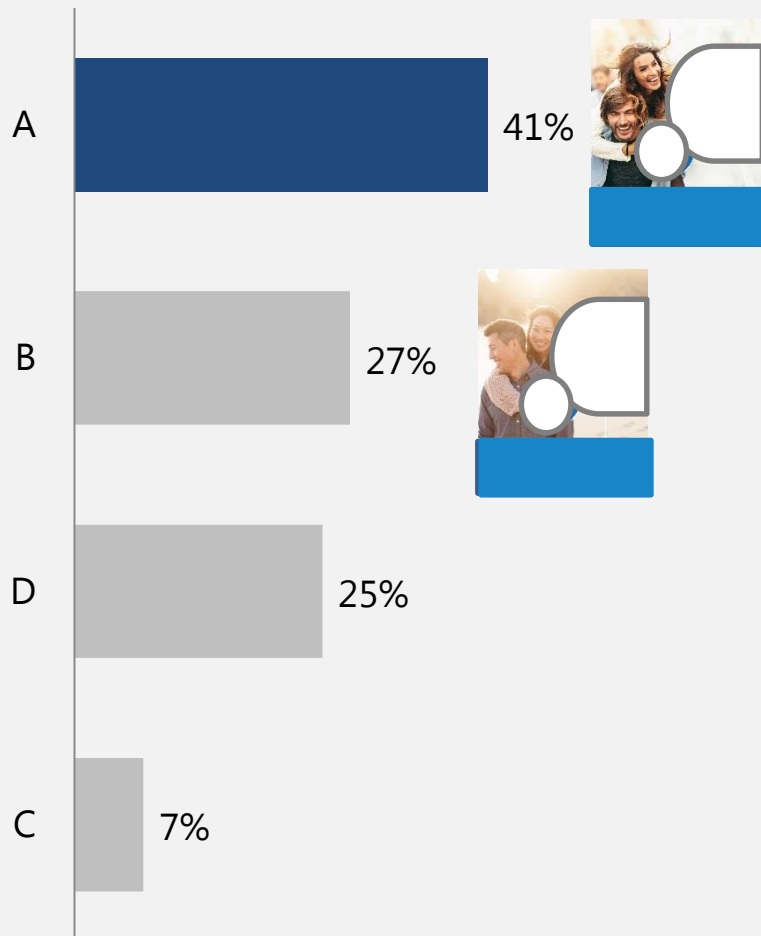
Creative A is most appealing among those in a relationship. Both A and D are leading in terms of motivation to move to Company A.

73% of Canadians 25-34 y.o. in our sample admitted that they are not single (married or in relationship).

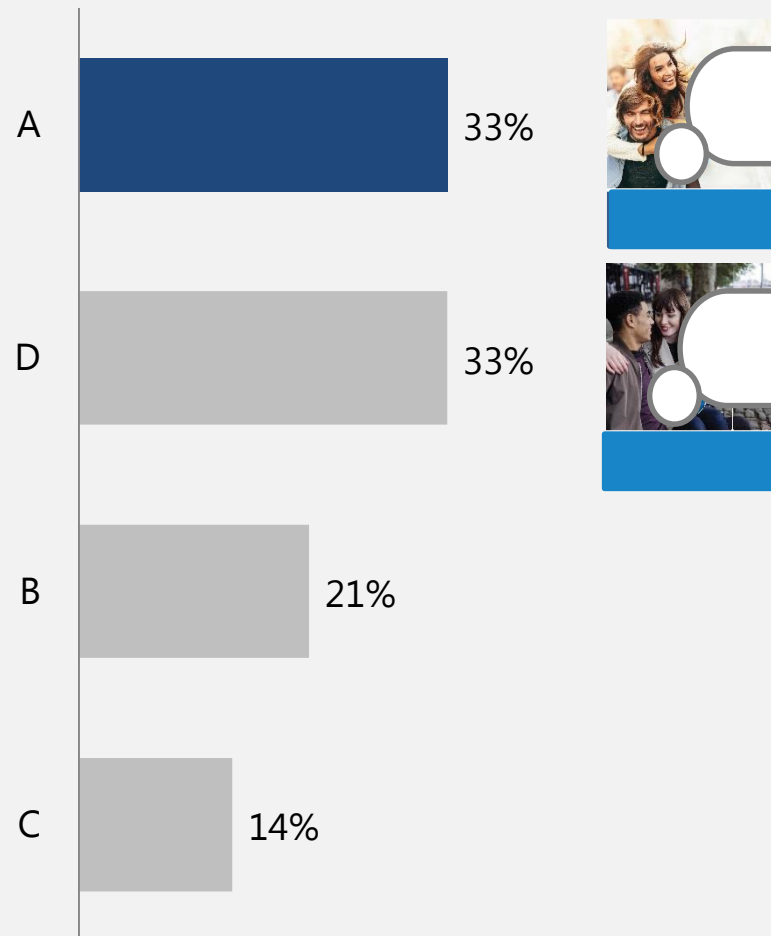
Married or In a Relationship

N=73

Most Appealing



Most Motivating



Company A is offering to move your banking and credit card for up to \$500 in cash and incentives. How likely would you switch to Company A?

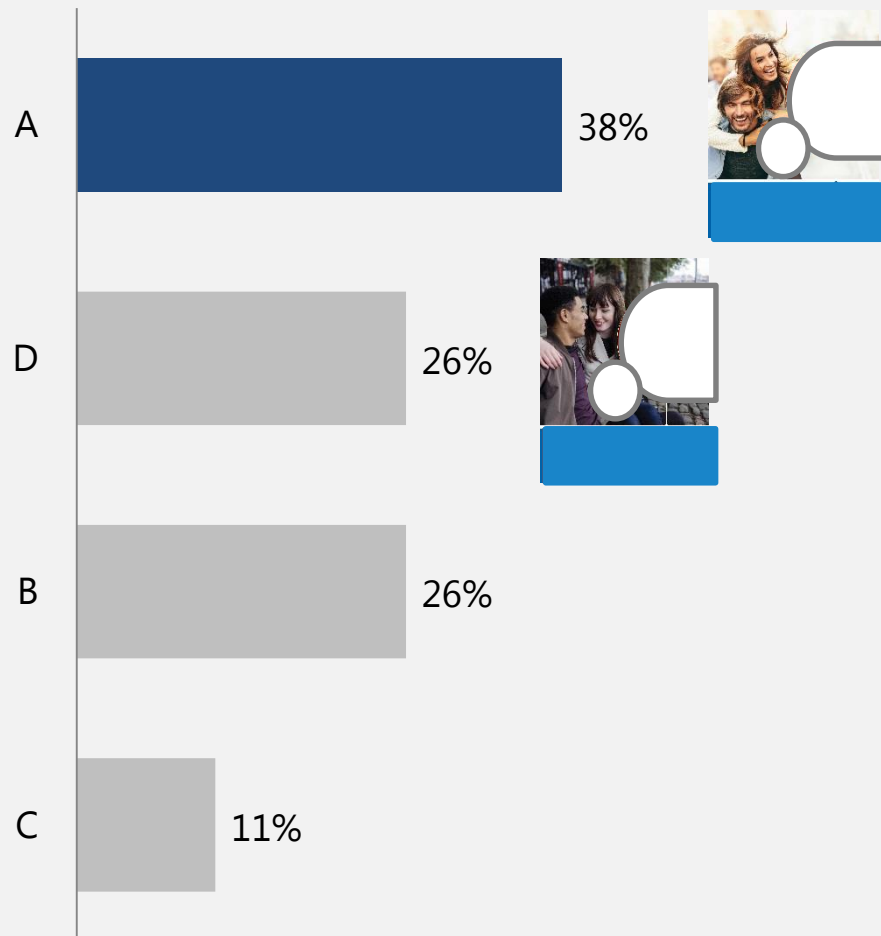
Please choose which of the following ads would be most motivating for you to switch:

While, Creative A is also most appealing to non-Company A customers, both D and A are among most motivating to switch.

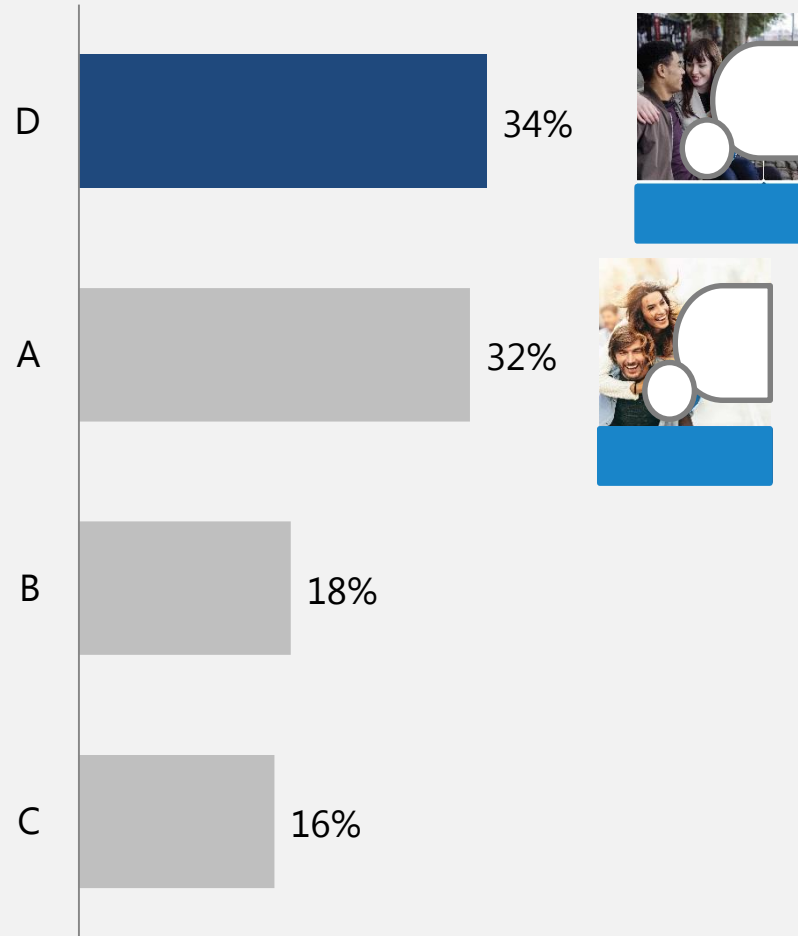
Non-Company A customers (TD, BMO, RBC, CIBC, Scotiabank)

N=74

Most Appealing



Most Motivating



Company A is offering to move your banking and credit card for up to \$500 in cash and incentives. How likely would you switch to Company A?

Please choose which of the following ads would be most motivating for you to switch:

Overall, \$500 is an effective incentive as it significantly increases the intent to switch to Company A.

Effect of Incentive

Definitely/
Probably would
switch, %

Intent to switch to a new
banking institution

19%

Intent to switch to
Company A



11%



Intent to switch to
Company A with incentive



35%



How likely would you switch your everyday banking and credit card to a new banking institution in the next 12 months?

How likely would you switch your everyday banking and credit card to Company A in the next 12 months?

Company A is offering to move your banking and credit card for up to \$425 in cash and incentives. How likely would you switch to Company A?

All Respondents
25-35 y.o.

How likely would you switch your everyday banking and credit card to a new banking institution in the next 12 months?

Methodology and Sample



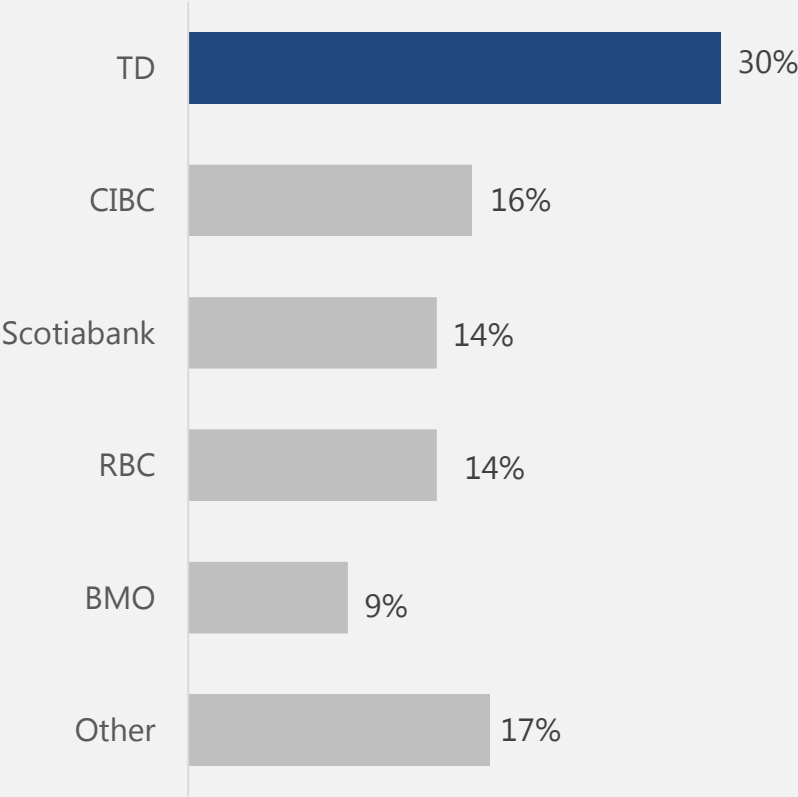
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Methodology

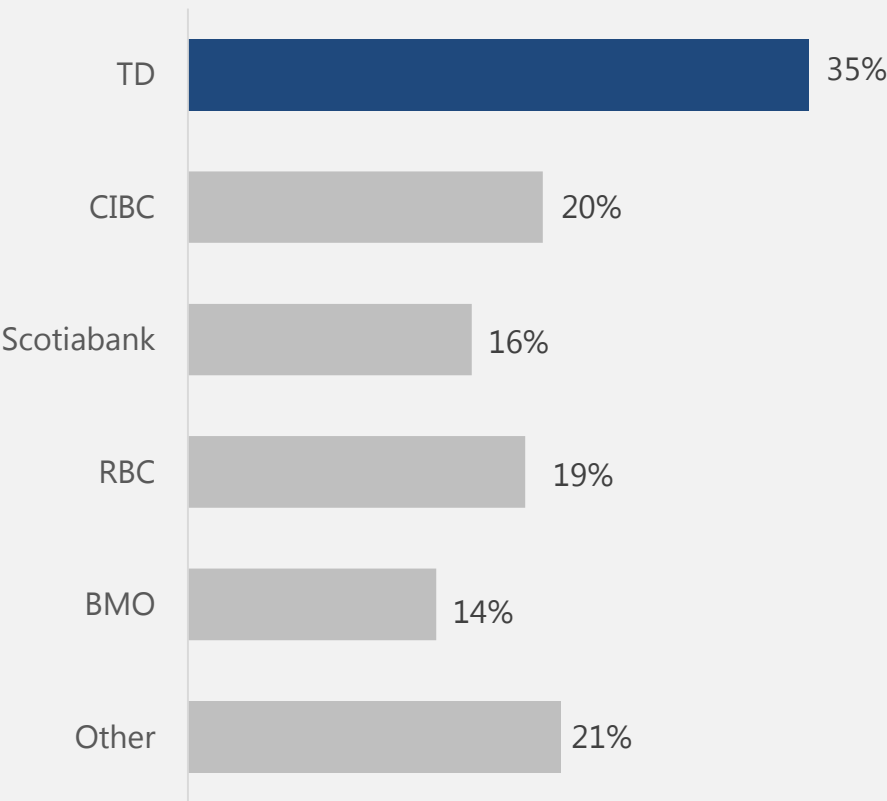
- Ten questions were asked to n=100 Canadians 25-34 years old across the country using Google Consumer Survey Android Panel with research conducted by the ValidateIt™ platform. Representative distribution across the regions and demographic groups was assured by Google Consumer Surveys.
- Google Consumer Surveys Android Panel reports on self-reported age, gender and geographic region of respondents, which is based on respondents personal profile.
- In field: May 1-3, 2015
- Q1 What is your current relationship status? Select one.
- Q2 Do you plan on getting married?
- Q3 Do you plan on moving to a new residence within the next 12 months?
- Q4 What is your primary institution for every day banking? Select one.
- Q5 Which banking institution do you currently have a credit card with? Select all that apply.
- Q6 How likely would you switch your everyday banking and credit card to a new banking institution in the next 12 months?
- Q7 How likely would you switch your everyday banking and credit card to Company A in the next 12 months?
- Q8 Company A is offering to move your banking and credit card for up to \$500 in cash and incentives. How likely would you switch to Company A?
- Q9 Please choose which of the following ads you find most appealing to you.
- Q10 Please choose which of the following ads would be most motivating for you to switch.

Company A Canada Trust is the banking institution most often used for banking and credit cards.

Primary Banking Institution



Credit Card Ownership by Banking Institution



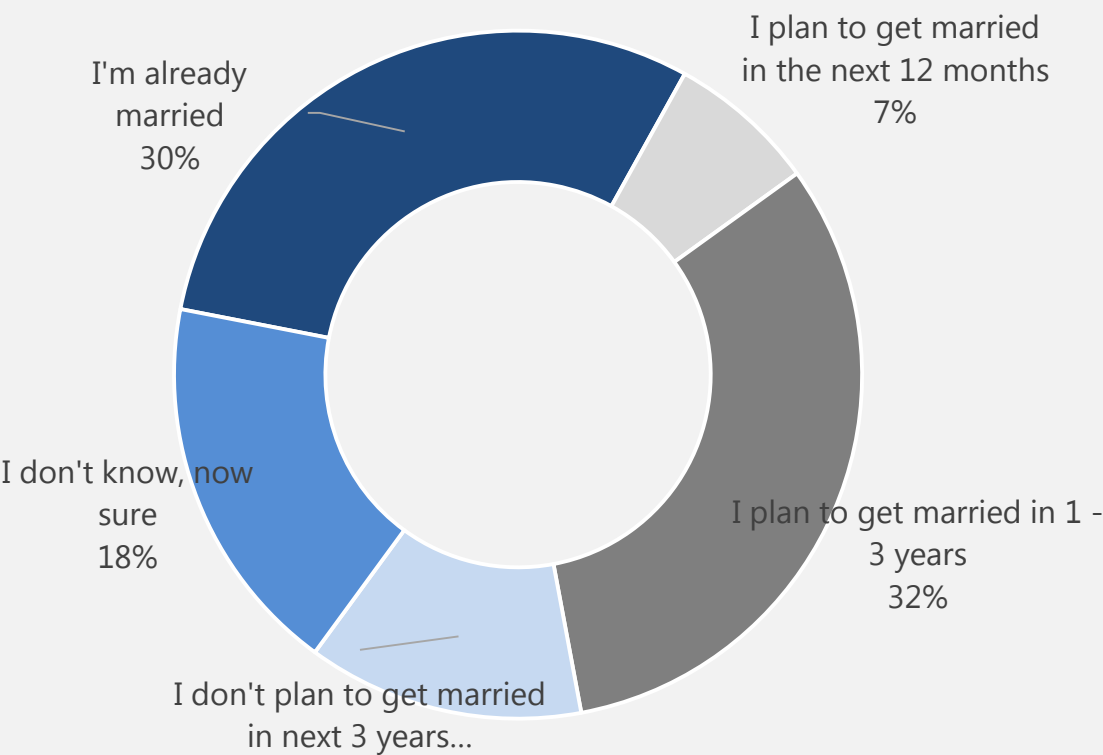
All Respondents
25-35 y.o.

What is your primary institution for every day banking?

Which banking institution do you currently have a credit card with? Select all that apply.

30% of Canadians age 25-34 are already married while 39% of them plan to get married within the next 3 years.

Current Martial Plans

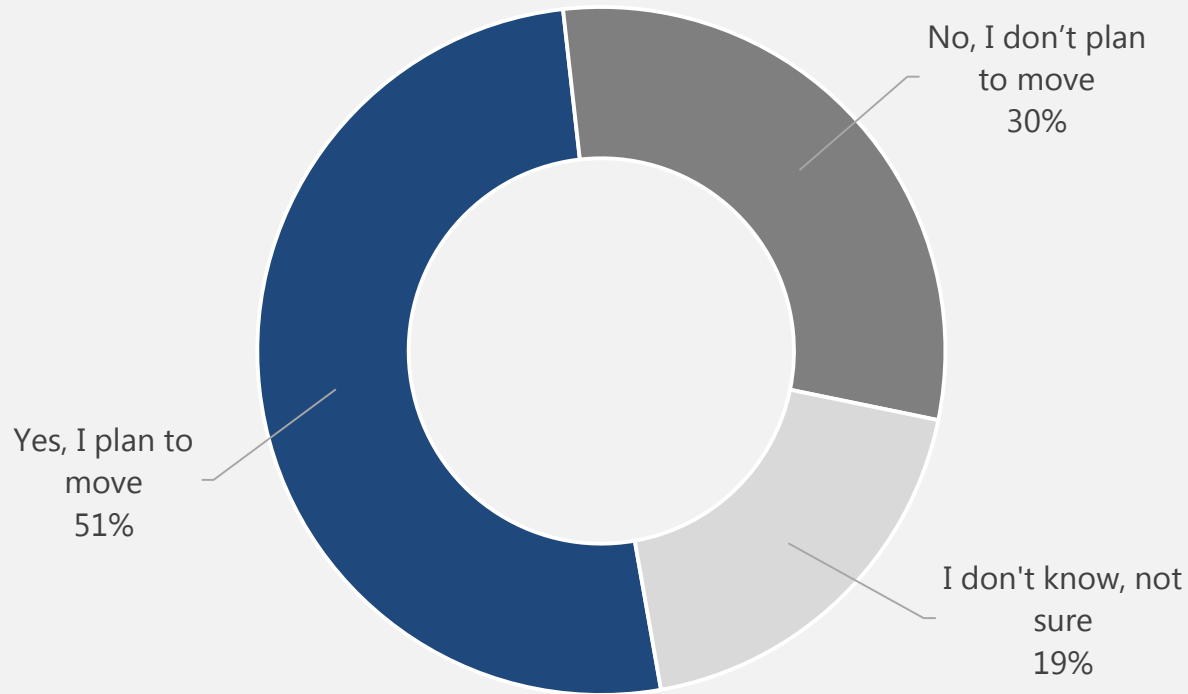


All Respondents
25-35 y.o.

Do you plan on getting married?

Over half of Canadians 25-34 years old plan to move in the next 12 months.

Planning to Change Residence

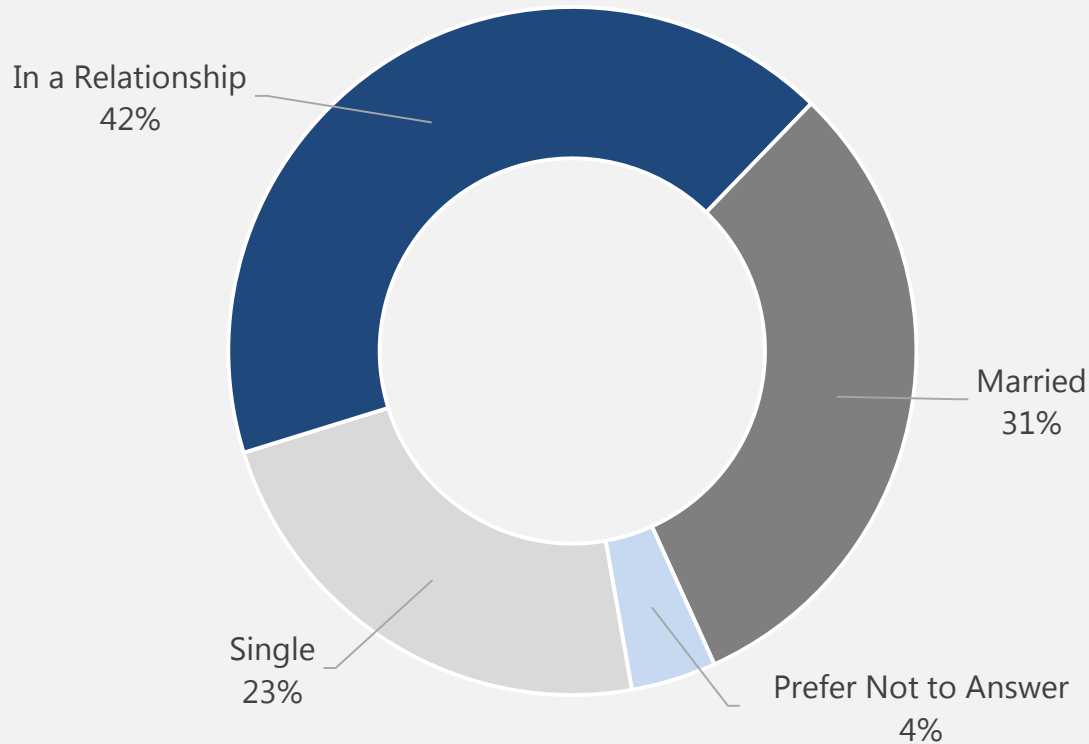


All Respondents
25-35 y.o.

Do you plan on moving to a new residence in the next 12 months?

The majority of Canadians 25-34 years old are Married or In a Relationship.

Current Relationship Status



All Respondents
25-35 y.o.

What is your current relationship status?

Thank You

<http://www.validateit.com/>

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