

“Would you switch to BMO” Creative Test



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

Creative A



A



Creative B



B

Creative C



C

Creative D



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 BMO, but it's inspirational call to action makes it the #1 most motivating creative among those planning to get married.

Moving up?
Moving in?
Moving on?

Enjoy up to
\$425*

BMO 
We're here to help™

Move your chequing account and credit card to BMO and get up to \$425 in cash & incentives.
Talk to us today or visit bmo.com/425

FPO

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 BMO especially among those already married.

Overall, \$425 proved to be an effective incentive as it significantly increases the intent to move to BMO.

Cash in on
a better
experience

and enjoy up to
\$425*

BMO 
We're here to help™

Move your chequing account and credit card to BMO and get up to \$425 in cash & incentives.
Talk to us today or visit bmo.com/425

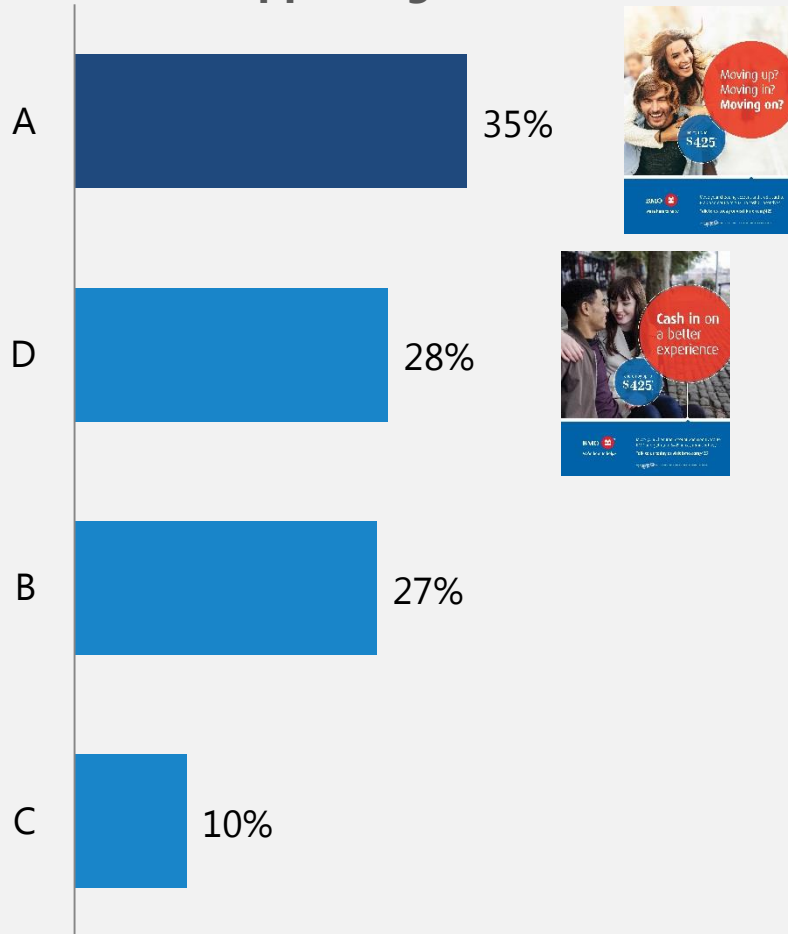
FPO

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

All Respondents

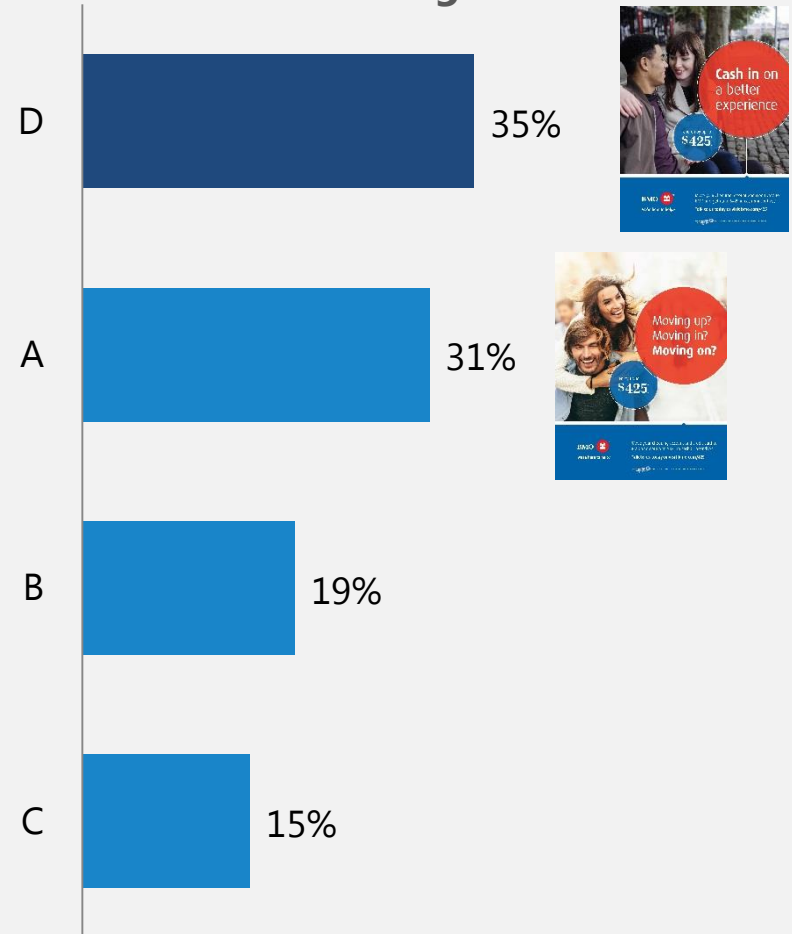
25-34 y.o.

Most Appealing



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

Most Motivating



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

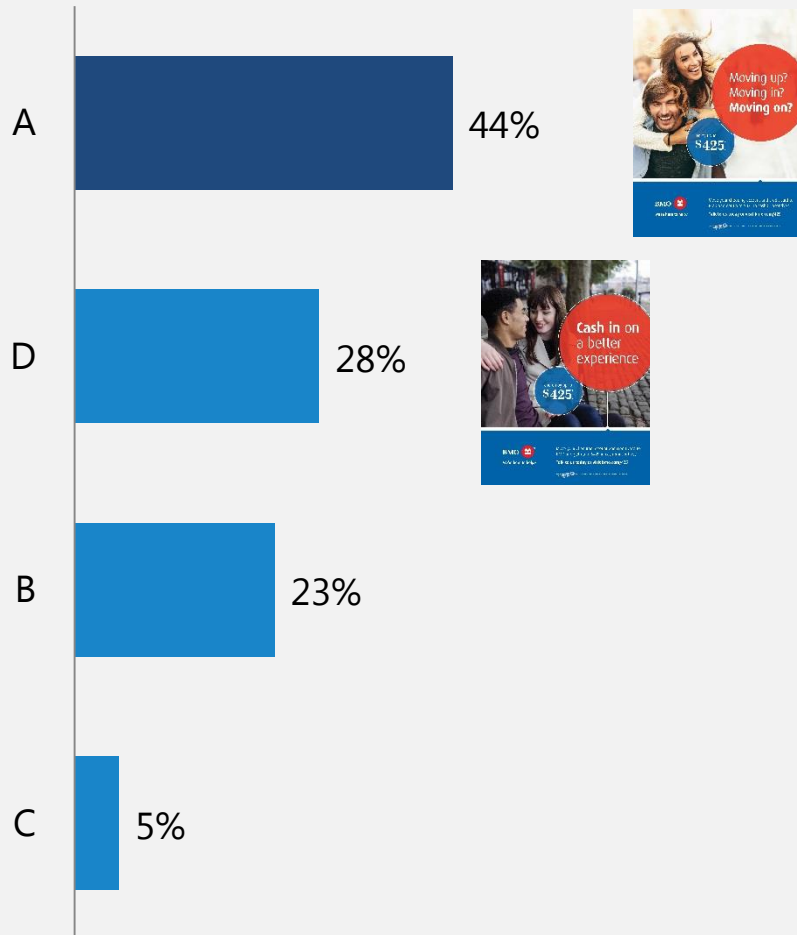
Meanwhile, Creative A has a strong lead among Canadians who plan to get married.

Planning to Get Married*

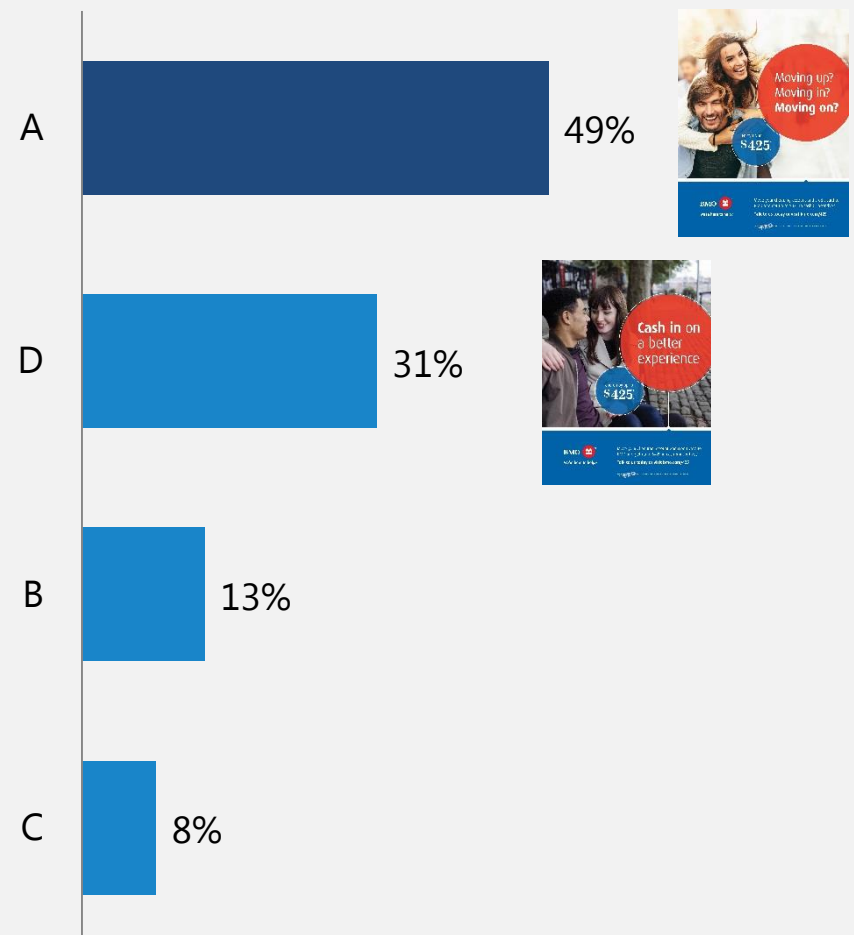
N=39

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

Most Appealing



Most Motivating



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

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

*Planning to get married in next 3 years.

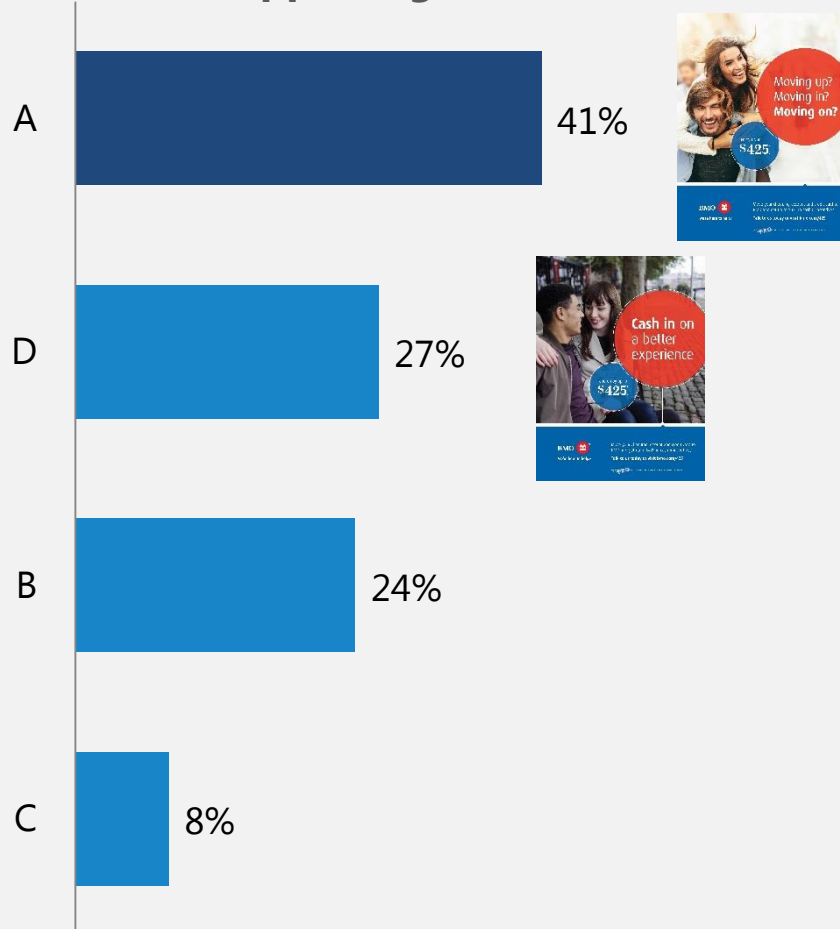
While, Creative A is also most appealing and motivating among those planning to switch banks.

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

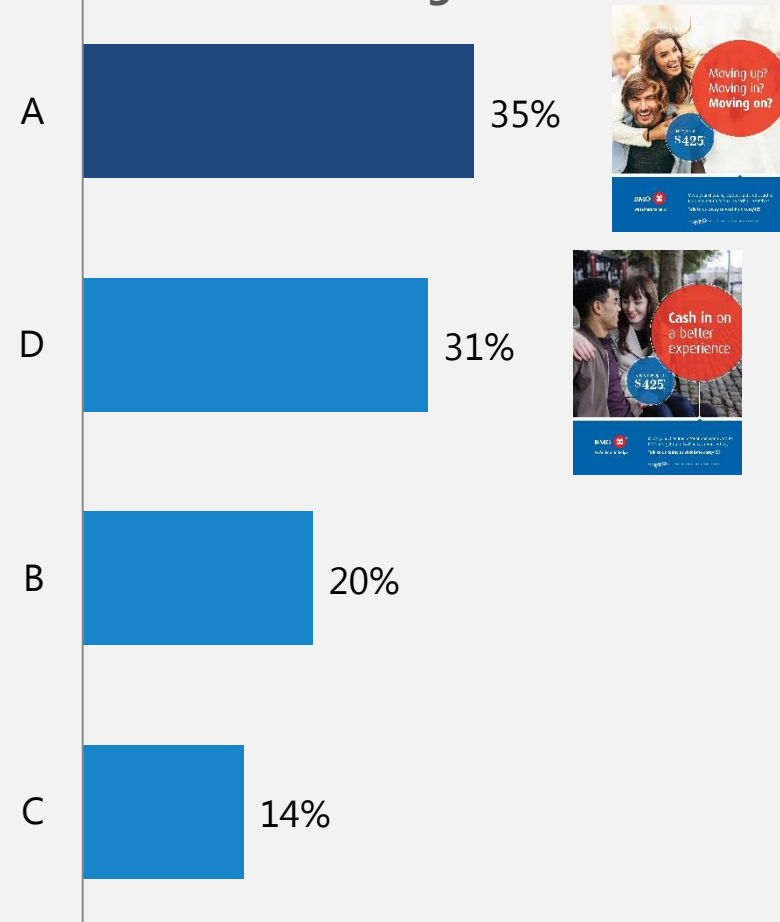
Planning to switch banks in next 12 months

N=49

Most Appealing



Most Motivating



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

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

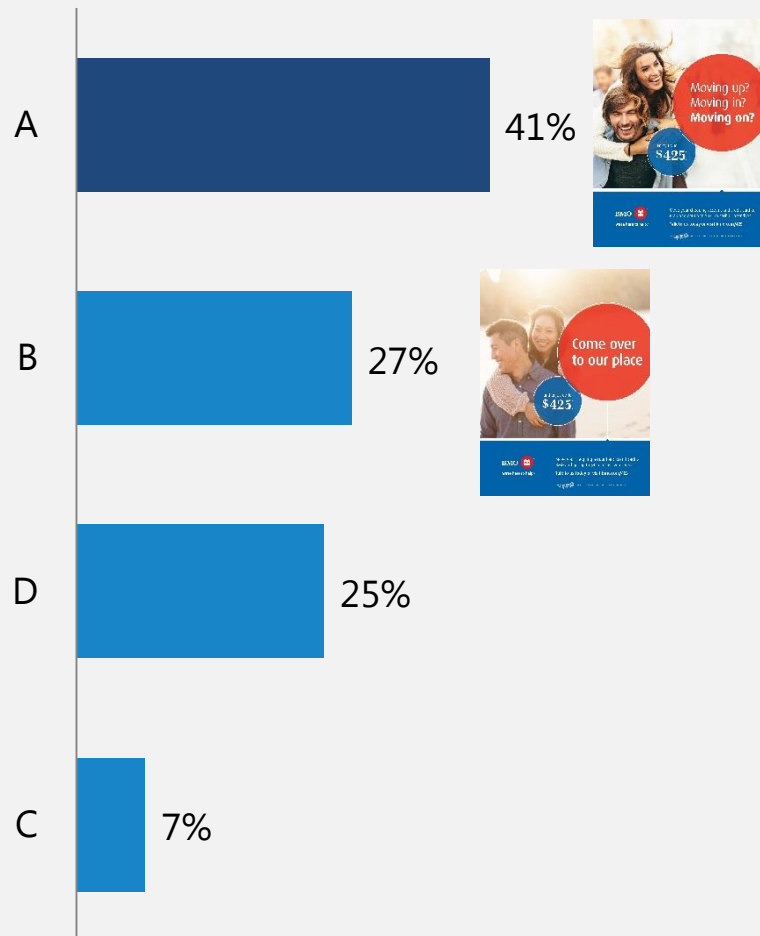
Creative A is most appealing among those in a relationship. Both A and D are leading in terms of motivation to move to BMO.

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

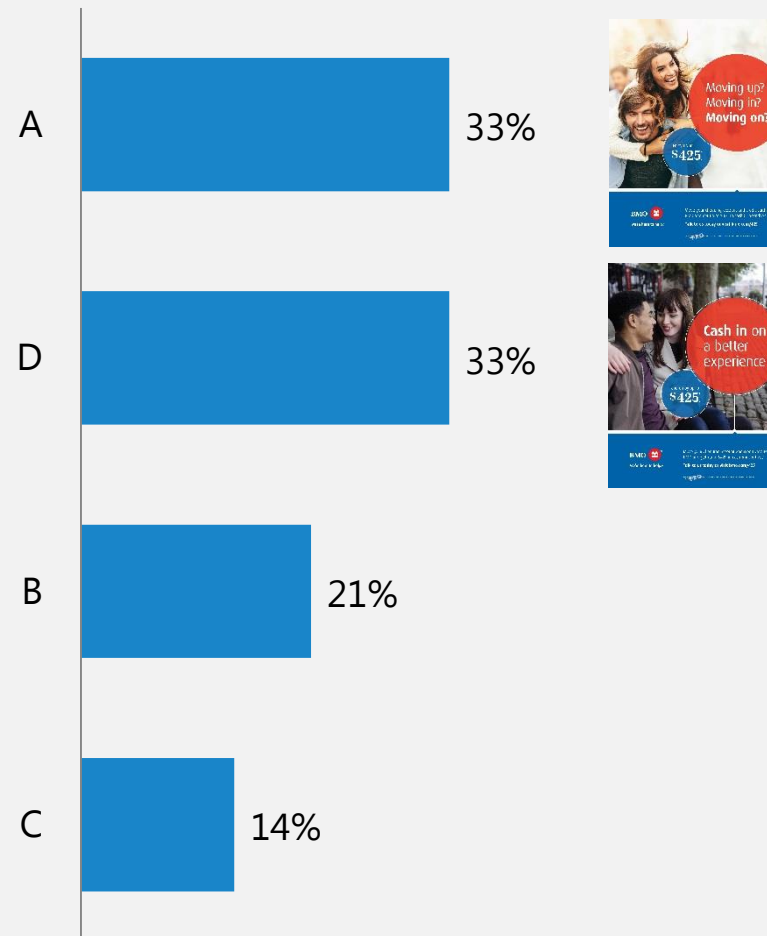
Married or In a Relationship

N=73

Most Appealing



Most Motivating



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

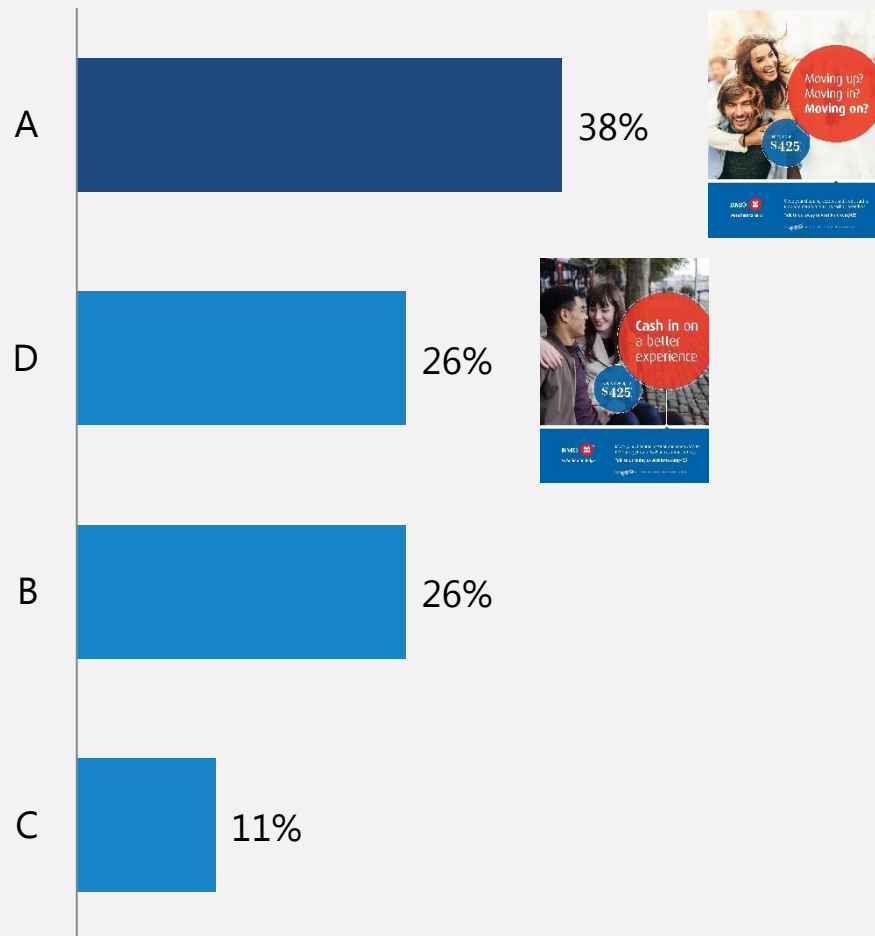
Please choose which of the following ads would be most motivating for you to switch:

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

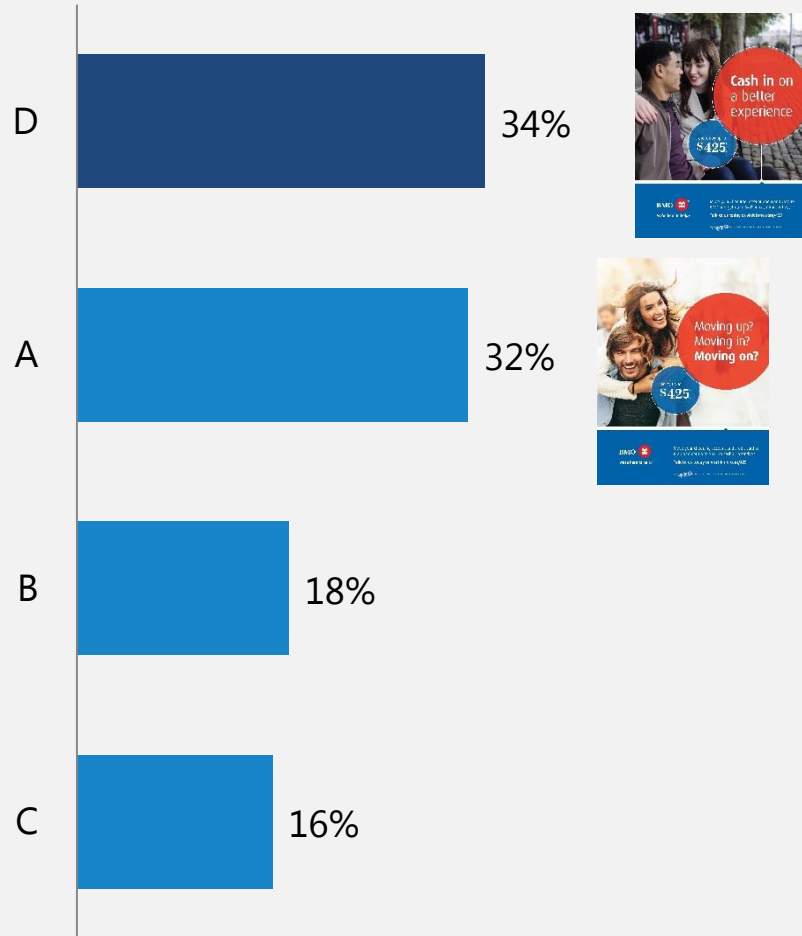
Non-BMO customers (BMO, RBC, CIBC, TD, Scotiabank)

N=74

Most Appealing



Most Motivating



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

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

Overall, \$425 is an effective incentive as it significantly increases the intent to switch to BMO.

Effect of Incentive

Definitely/
Probably would
switch, %

Intent to switch to a new
banking institution

19%



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

Intent to switch to BMO



11%



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

Intent to switch to BMO
with incentive



35%



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

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?

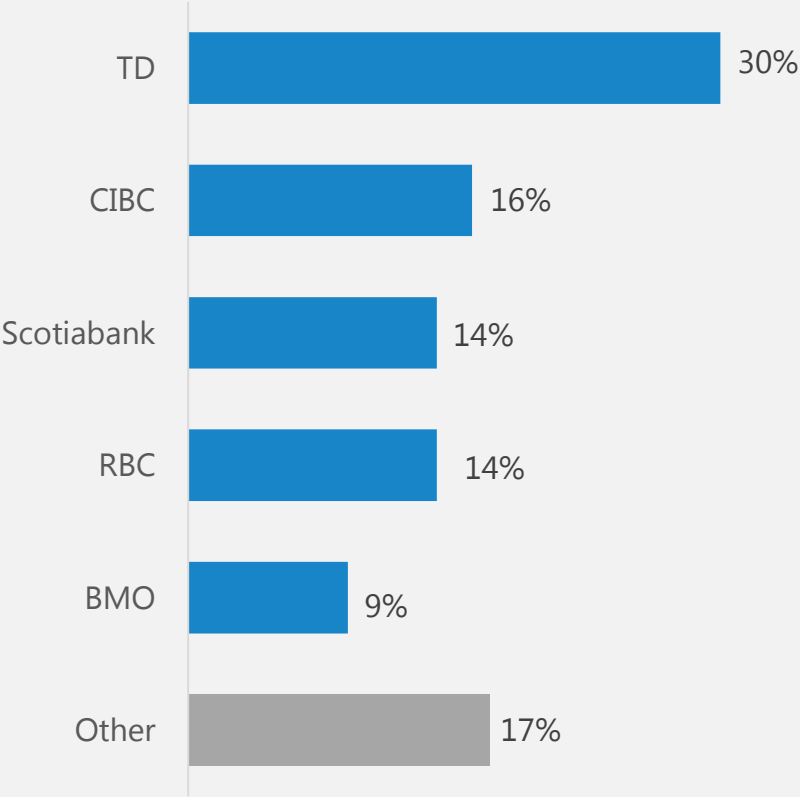
Methodology and Sample

Methodology

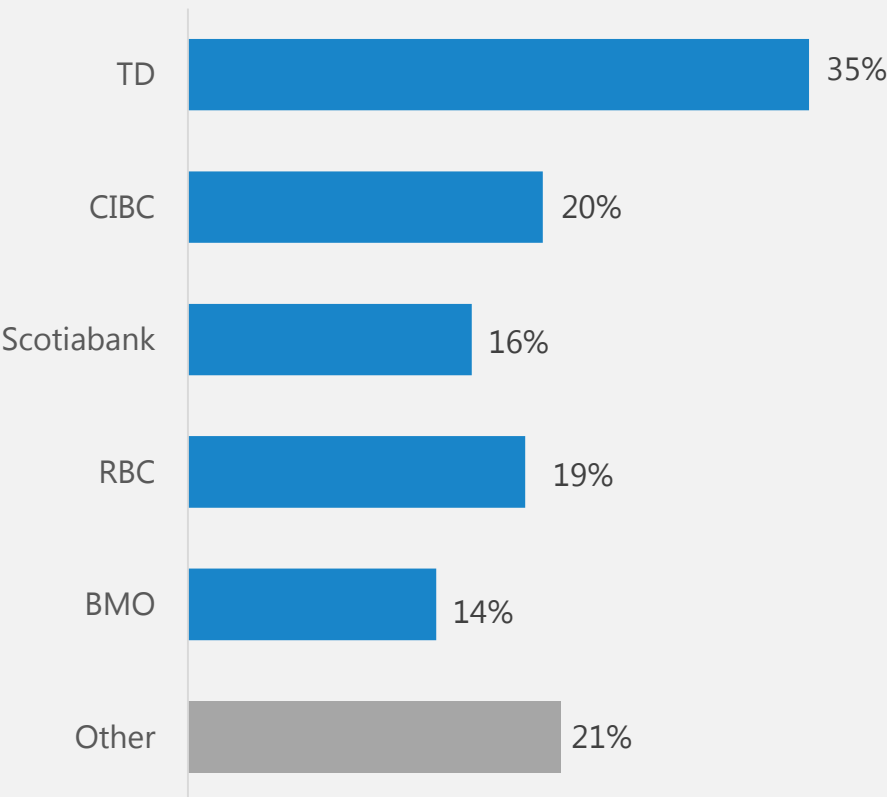
- Ten questions were asked to n=100 Canadians 25-34 years old across the country using Google Consumer Survey Android Panel with research conducted by the ValidateIt™ platform. Representative distribution across the regions and demographic groups was assured by Google Consumer Surveys.
- Google Consumer 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 BMO in the next 12 months?
- Q8 BMO is offering to move your banking and credit card for up to \$425 in cash and incentives. How likely would you switch to BMO?
- 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.

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

Primary Banking Institution



Credit Card Ownership by Banking Institution



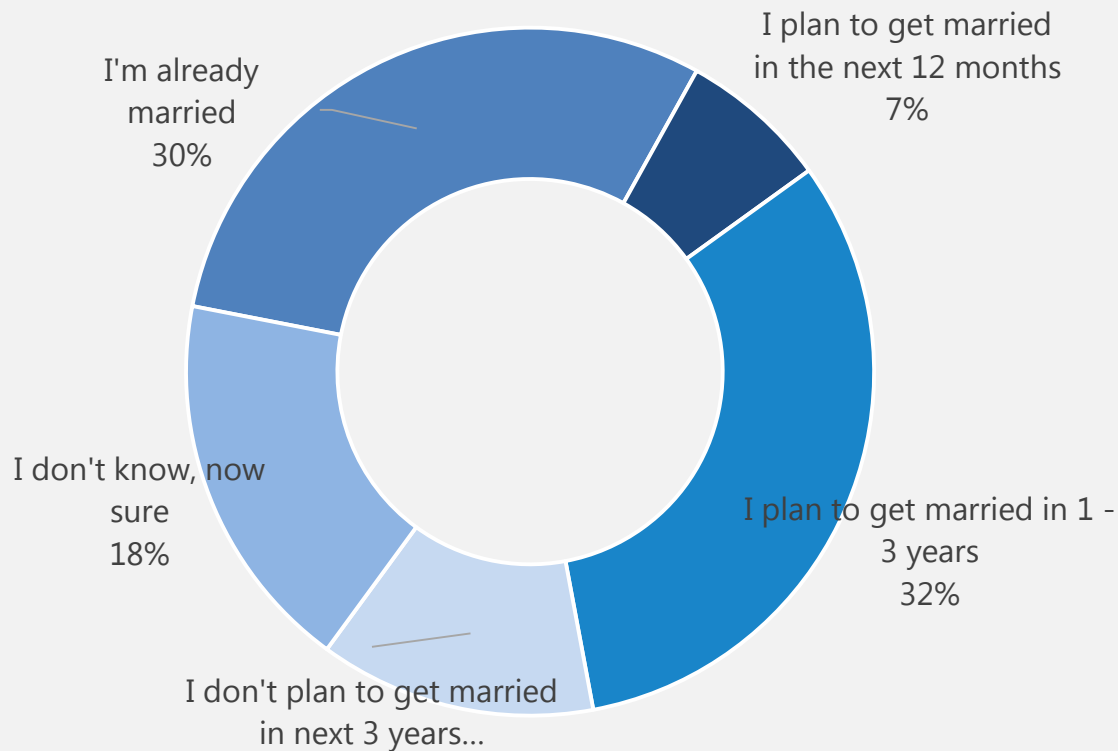
All Respondents
25-35 y.o.

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

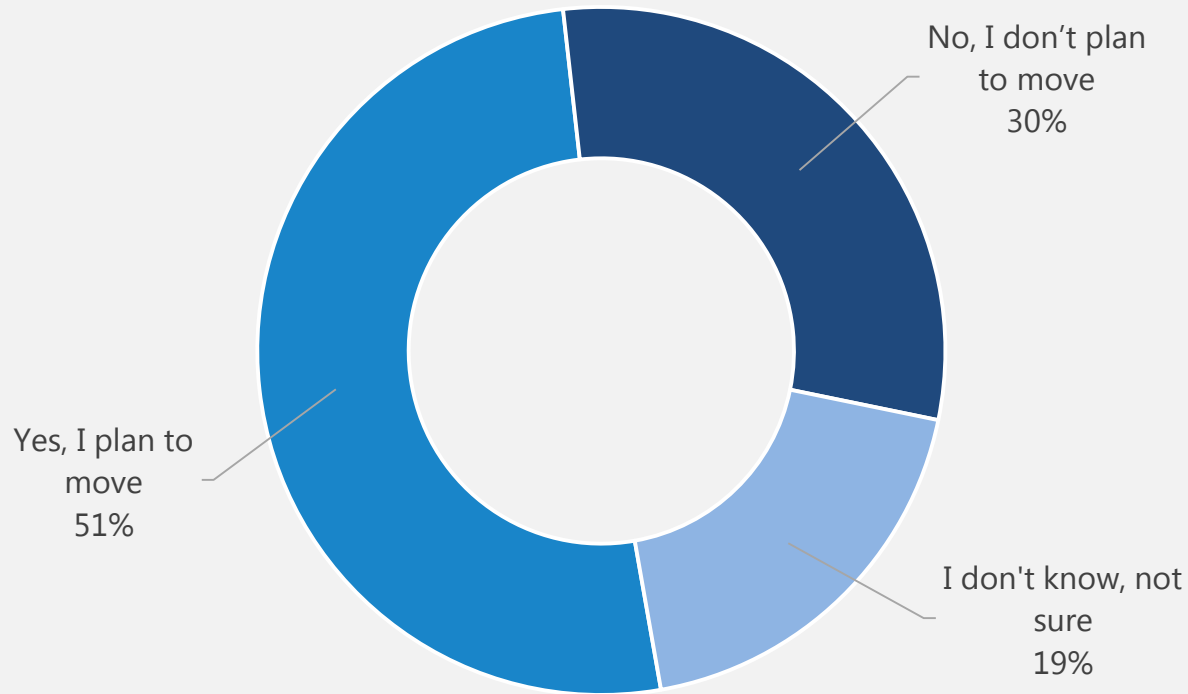


All Respondents
25-35 y.o.

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

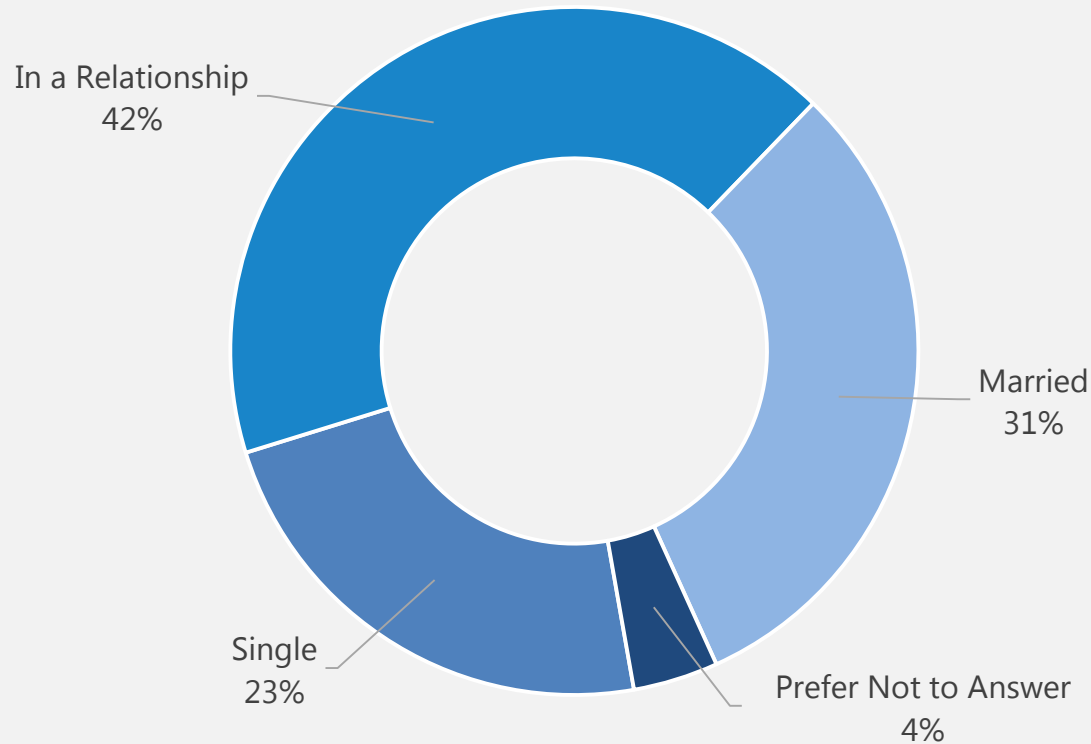


All Respondents
25-35 y.o.

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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Respondents provided by Google Consumer Surveys.*