

Pro-Am Sell-a-Thon® National Competition: First State Bank

Seller Brief

- You will soon be meeting with the marketing director of First State Bank (FSB), Chris Alvaro, whom you've not met before. Chris received the name of your organization through a colleague. FSB is requesting this meeting to explore alternatives for a campaign to increase CD deposits at First State Bank.
- When this appointment was scheduled, Chris said, "We want something different, but TV seems indispensable in this market." You believe Chris is under pressure to meet target growth goals and believe he/she will be overlooking some significant opportunity and other important issues if alternatives to TV and radio are not considered. Chris mentioned that it is possible that the VP of Marketing, Andy Devlin, might pop in to your meeting if he has an opportunity.
- You know from your experience that there are several implications of presenting one message to all potential audiences for FSB's CD accounts. The following are specific concerns you have in mind:
 - 1) Since TV spots can be very expensive to produce and place you wonder if the bank may have to try to make one or, at most, a few spots appeal to many different kinds of audiences. You wonder if all audiences are motivated by the same factors
 - 2) The performance of TV and radio advertising is difficult to measure. You wonder if some efforts to improve metrics, such as building in a "call to action" with special offers of some kind, will have the needed result. You also will ask how such special offers might impact marketing's budget and resources.
 - 3) Potential problems might exist when using TV advertising to concretely differentiate First State Bank from the competition. You're curious as to whether the marketing director has considered that consumers may open a CD account in response to a TV ad, but possibly at some other bank.
- You are fortunate in that Wild Horses has just hired a new employee, Ben Saunders, from your closest competitor, Leap Frog Designs. Ben happens to have a significant amount of insight into the financial services industry and has experienced much success with targeted print campaigns.
- Ben says that the financial services marketing clients overwhelmingly respond best to "proof." Ben says the banks are highly data-oriented and place significant importance on analytics, most maintaining their own business intelligence teams internally rather than relying on their agencies to track results.
- Ben was surprised to see that Wild Horses had such a robust arsenal of case studies documenting previous campaign results for a wide variety of clients.