

# First Service Credit Union

**Objective** Determine the most powerful tag line for consumer and military customers and prospects

**Data Source** Online surveying of consumer and military customers

**Question** *“What would you say in your own words to recommend First Service Credit Union?”*



## VERBATIMS

people  
move/ing  
transfers

## ThoughtScan Frequency

52  
43  
29

**ThoughtTalk** *“People on the move like me.”*  
*“Moving required finding a new bank.”*  
*“People can use this when they’re on vacation.”*

**Results** A winning new positioning line, *“For People On The Move”* was developed and successfully launched.  
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