

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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