

Hyde Park Savings Defensive Strategy

Objective Determine the bank's best marketing strategy to defend itself from a major competitor opening a branch across the street from the main office.

Data Source Telephone surveying of customers

Question *"What do you like most about Hyde Park Savings Bank?"*

ThoughtSCAN[®]

VERBATIMS

free

50

easy

39

hours

31

ThoughtTalk

*"They really offer **free** checking. No gimmicks"*

*"It's **easy** to bank there. The hours are blue collar."*

*"They care about us. The **hours** and checking are great."*

Results

The bank's advertising team created a new campaign, "Free & Easy Banking." The competitor closed the office within a year as Hyde Park became the most profitable bank in America in its category. Kim was invited to become an incorporator.

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