

Middlesex Savings Bank

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| Objective | Determine the most appealing tag line |
| Data Source | Surveys among current and potential customers |
| Question | <i>“What would you say to recommend the bank?”</i> |

ThoughtSCAN[®]

VERBATIMS

value/valuable
worth
customers

ThoughtScan Frequency

102
67
54

ThoughtTalk

*“They treat **customers** like they are **valuable**.”*
*“The **customer** is always first.”*
*“They **value customers**.”*

Results

A new tag line, “Where You're Worth More” was developed and launched successfully. MSB has now over 14 locations with over \$2 billion in assets.

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