

# Middlesex Savings Bank

Objective Determine the most appealing tag line

Data Source Surveys among current and potential customers

Question *“What would you say to recommend the bank?”*

**ThoughtSCAN**<sup>®</sup>

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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