

December 2013

Marketing Financial Services to the Mass Affluent - US

“The affluent segment is multilayered, and all of its layers are of interest to the industry. Although the group is financially comfortable, they are not immune from financial concerns. They are, however, willing to use technology to help them manage their money, and financial services providers need to highlight any ...

Loyalty Programs in Financial Services - US

“Loyalty programs need to address consumers’ desire for financial security and fiscal responsibility that has continued since the financial crisis of 2008. Loyalty program providers need to think differently about what might appeal to the customer, and go beyond the traditional program features in order to differentiate themselves from their ...

November 2013

Consumer Attitudes toward Retirement Planning - US

“The state of retirement savings in the US has reached crisis proportions. While many people—especially young people—know that they should be doing more, they just aren’t for any of a variety of reasons. It is critical for them to focus on developing a savings plan because an early start will ...

October 2013

The Insurance Purchase Decision - US

“The insurance industry is changing rapidly, due primarily to the need to continually introduce technology to meet growing customer expectations. Health insurers face the biggest challenge as implementation of the PPACA requires them to compete for individual customers, something most have never done.”

September 2013

Consumer Attitudes toward Technology in Financial Services - US

“While ‘electronic banking’ used to mean banking by computer, it now encompasses three devices: computers, smartphones, and tablets. Because each device is different, both with regard to the people who

use them and the functions for which they are used, banks that want customers to migrate to those devices need ...

August 2013

Marketing Financial Services to Millennials - US

“In some ways the Millennial market is the biggest challenge for marketers in financial services. For one thing, they don’t respond as well to traditional financial marketing strategies, so marketers need to work hard to develop campaigns that are fun and engaging. They are also the most fickle customers, so ...

Consumer Attitudes toward Marketing Channels in Financial Services - US

“Changing demographics, changing technology, and consumers’ increasing demand to be able to access information whenever they want using whatever method they want are driving massive changes in the way financial services companies market their products and services. The most successful companies will be those that do the best job of ...

July 2013

Consumer Attitudes Towards Debt - US

“Many financial services providers, such as credit card issuers and home equity loan providers, have traditionally focused their business models on encouraging consumers to spend money. However, a more appropriate model that meets the goals of consumers in these days of household financial responsibility may be to help consumers find ...

Health Insurance - US

“The PPACA will have far-reaching consequences in the way Americans purchase health insurance. While not everybody is enthused about the new options, the best hope for controlling healthcare costs right now is to get as many people as possible to enroll. The most effective way for this to happen is ...

Vehicle Financing - US

“As Americans suffer from upside down mortgage payments and from stagnating wages, there continues to be a large portion of “payment buyers” in the automotive lending sector; these are buyers who care more about their monthly payments than the net expense of the financing. These borrowers will benefit more from ...

June 2013

Canadian Loyalty in Financial Services - Canada

“Canada has a mature loyalty market and the vast majority of adults belong to at least one – and usually several – programs. They are somewhat underutilized,

however, with most participants rarely, if ever, actually redeeming any rewards. The challenge for program managers is how to make their programs effective ...

May 2013

Canadian Lifestage Marketing in Financial Services - Canada

“Canada’s population is aging, and this has implications for marketers of financial products and services. Retirees create less demand for financial products, while younger age groups are focusing intensely on saving more money and paying off debt. Both of these factors will impact demand.”

Canadian Home and Auto Insurance - Canada

“Many consumers purchase insurance with the assumption that one insurance company is just like another, making it difficult for companies to differentiate themselves. Under these circumstances, price is an important factor in a consumer’s purchase decision, but it is not necessarily the only one, or even the most important. Quality ...

April 2013

Multicultural Marketing for Financial Services - Canada

“These demographic groups are a good audience for financial services institutions who can provide additional services that add value. Quality advisory services—whether in person or online—are one significant way to appeal to these groups that place a lot of emphasis on education, and may have the added advantage of increasing ...

Canadian Consumer Payment Preferences - Canada

“Mobile payments have been touted as ‘the next great thing’ for several years now, but even with the increased number of options available, adoption rates are still very low. However, as the various players in the industry begin to sort out the legal, technological and marketing issues, innovations are being ...

March 2013

Consumer Payment Preferences and Behavior - US

“Mobile payments have been ‘the next great thing’ for several years now, but with very low adoption rates for even the best-known products, the reality has yet to meet the promise. However, it seems that change is coming, as innovations in the mobile payment space are being announced and piloted ...

February 2013

Consumers and The Economic Outlook - US

Property and Casualty Insurance - US

“Mintel’s data show that consumers are aware that they do not have nearly enough saved for either short-term concerns or for long-term goals such as retirement. In addition, they are not overly optimistic about the housing market, and are not relying on their homes to appreciate in value. What this ...

“In an industry as highly competitive as insurance, price—although important— is not necessarily the only important feature for the customer. What the company brings to the table in the form of customer service and ease of transaction is, for many people, at least as important as price. Companies that see ...

January 2013

Lifestage Marketing in Financial Services - US

There is always a difference among generations in how they think, communicate, and perceive the world. While the recession has forced the generations to have some common goals, there are vast differences in how they expect the financial industry to help them reach those goals. The challenge for the industry ...