



MESH

Experience

**Retail Banking Coronavirus
Weekly Insights**

Week end 15 May 2020

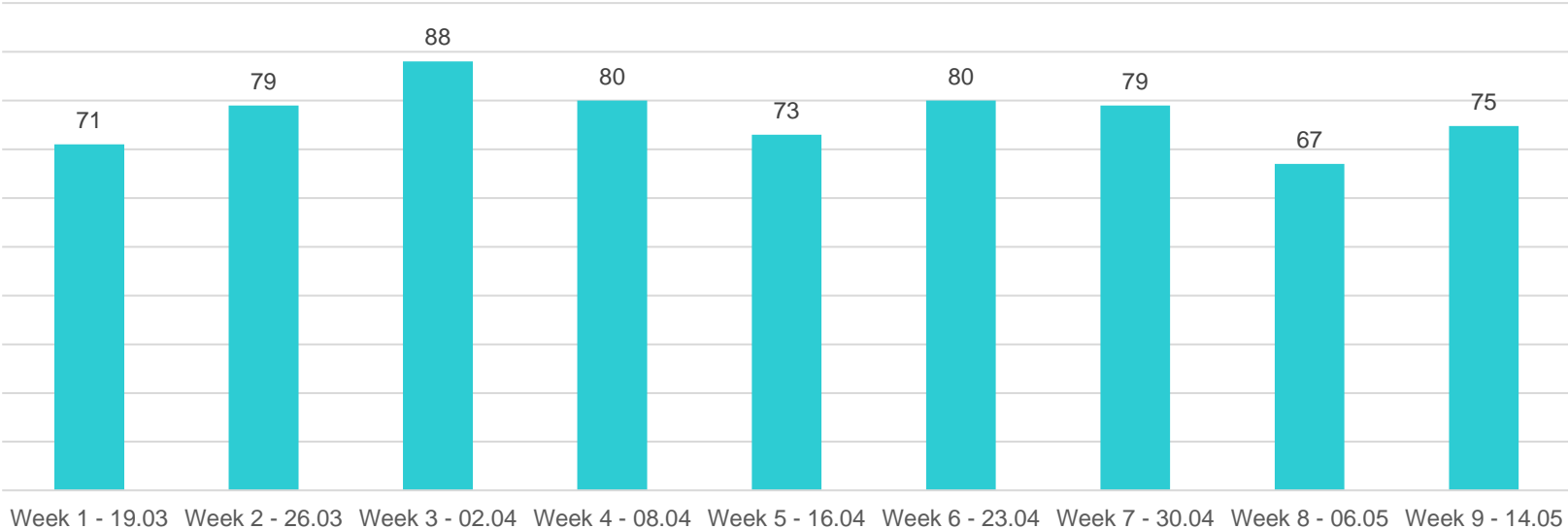
Reality bites. Help customers manage their money wisely

Financial fears over government spending, taxes and the impending recession have caused an increase in concern this week.

In the context of mounting government debt, banks have a role to help customers manage their finances and give advice for the longer term.

Concern about the pandemic is back up this week

How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?
Fairly & Very Concerned



Source: MESH Experience Retail Banking Study
base responses n=234
Question: How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



People's financial fears are relating to government spending and support

Not too much, could be affected as if it continues and **government funding dries up**, one person could potentially lose their job, but would still have enough to live on

Interest rates will go down.
Concerned tax may increase.

I have had to take a pay reduction at work and I think the **prices of everything is going to increase**

Not sure of long term impact, short term seems good as not so many outgoings but likely to have **bad impact in the long run.**

less money coming in. trouble paying rent and bills no help to delay payments for overdraft and credit card bills. The provision announced by the **government only helps the rich, not the everyday working class!**

I am self employed with **no income or government support...** pretty screwed!

massively reduced income with 5 members of household to feed, already running out of money and **cant get through to benefits to set up even credits**

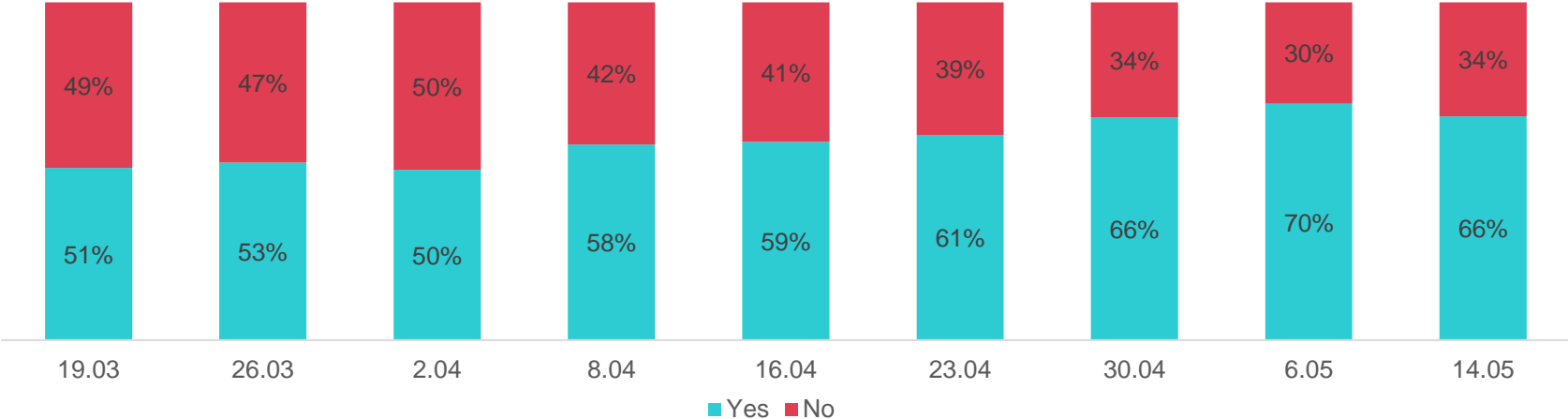
I think that I am **risk of losing my job** which would put me in serious financial difficulty.

It isn't really affecting me at the moment but it will do in the **future as there will be a recession.**

We are lucky enough that we're are still on a full income. I do have **concerns about the economy** and other businesses and how they will be affected by this pandemic, however I would prefer my family keep their health than we rush back to normal life!

The percentage of people who think banks are doing enough to help is stabilizing

Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?

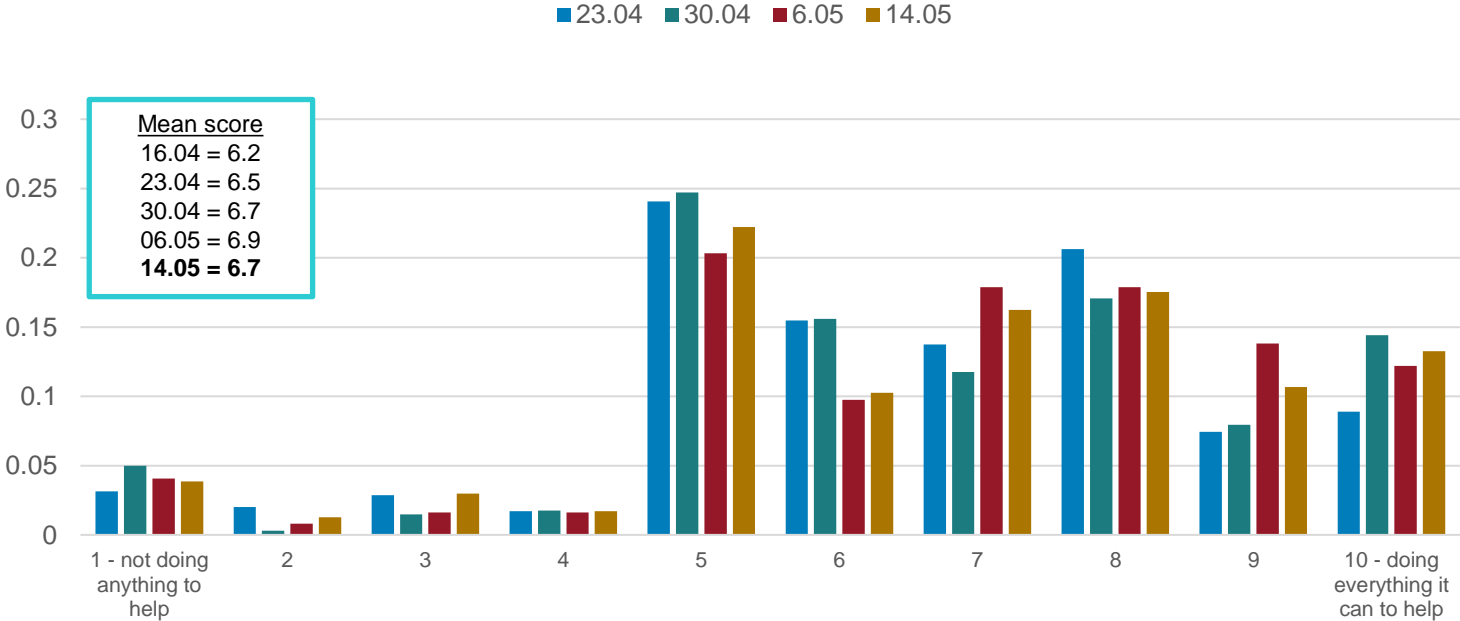


Source: MESH Experience Retail Banking Study
base responses n=234

Question: Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?

The means score for individual banks has also trailed off

How much is [your bank] doing, if anything, to help its customers during the COVID-19 (Coronavirus) pandemic?



Mean score
 16.04 = 6.2
 23.04 = 6.5
 30.04 = 6.7
 06.05 = 6.9
 14.05 = 6.7

Source: MESH Experience Retail Banking Study
 base responses n=234
 Question: How much is [your bank] doing, if anything, to help its customers during the COVID-19 (Coronavirus) pandemic?



People are still asking for the same payment holiday measures but banks could help customers by offering more advice



Supporting and offering help and advice to those with money concerns

More advice

Offering advice on loans

Help with financial advice and offer payment holidays if needed.

providing advice and reassurance. Reaching out to vulnerable customers

Offer help and advice during this difficult situation.

Source: MESH Experience Retail Banking Study Week 9

Keep advertising fresh and utilise radio for specific messaging

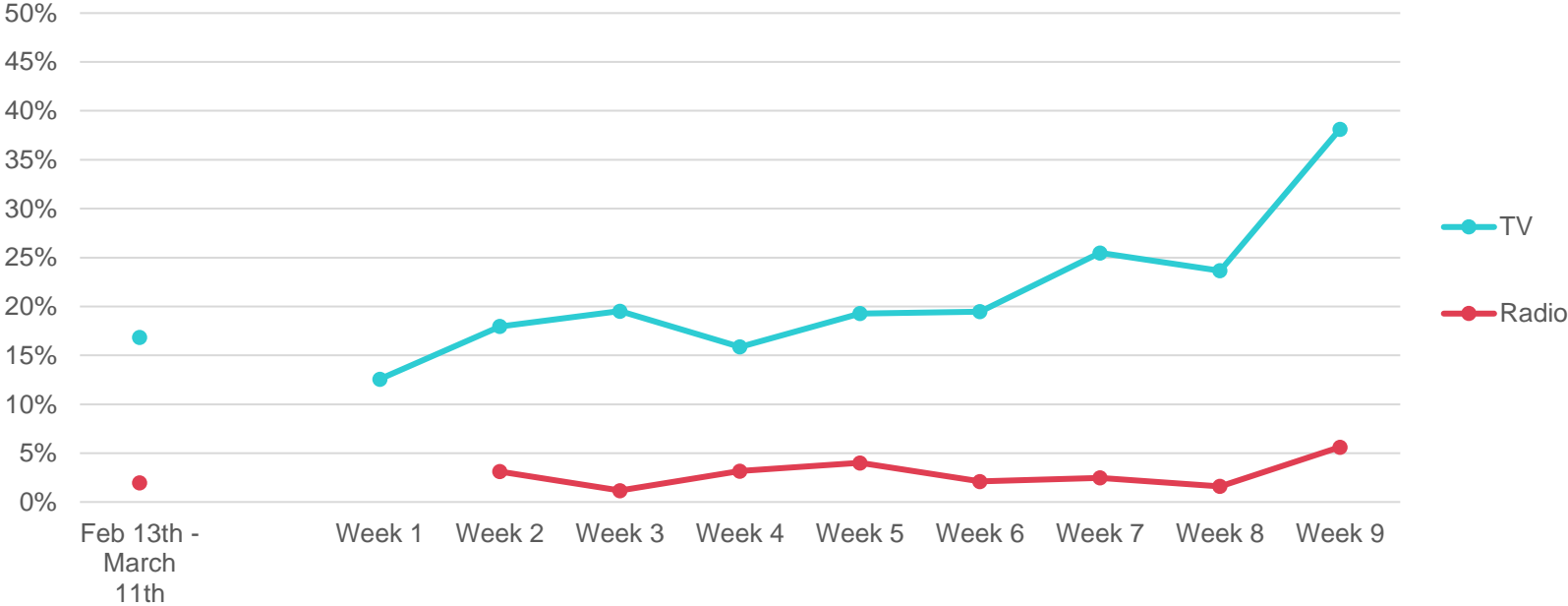
Engaged advertising reach is up as customers are receptive to banking comms.

Barclays is updating its messaging and showing it is a helpful bank and differentiating through its digital eagles.

More specific messaging, especially fraud, is landing well through radio.

Engaged advertising reach is up this week, driven by TV and radio

Paid TV & Radio Experience Reach



DIARY

Source: MESH Experience Retail Banking Study

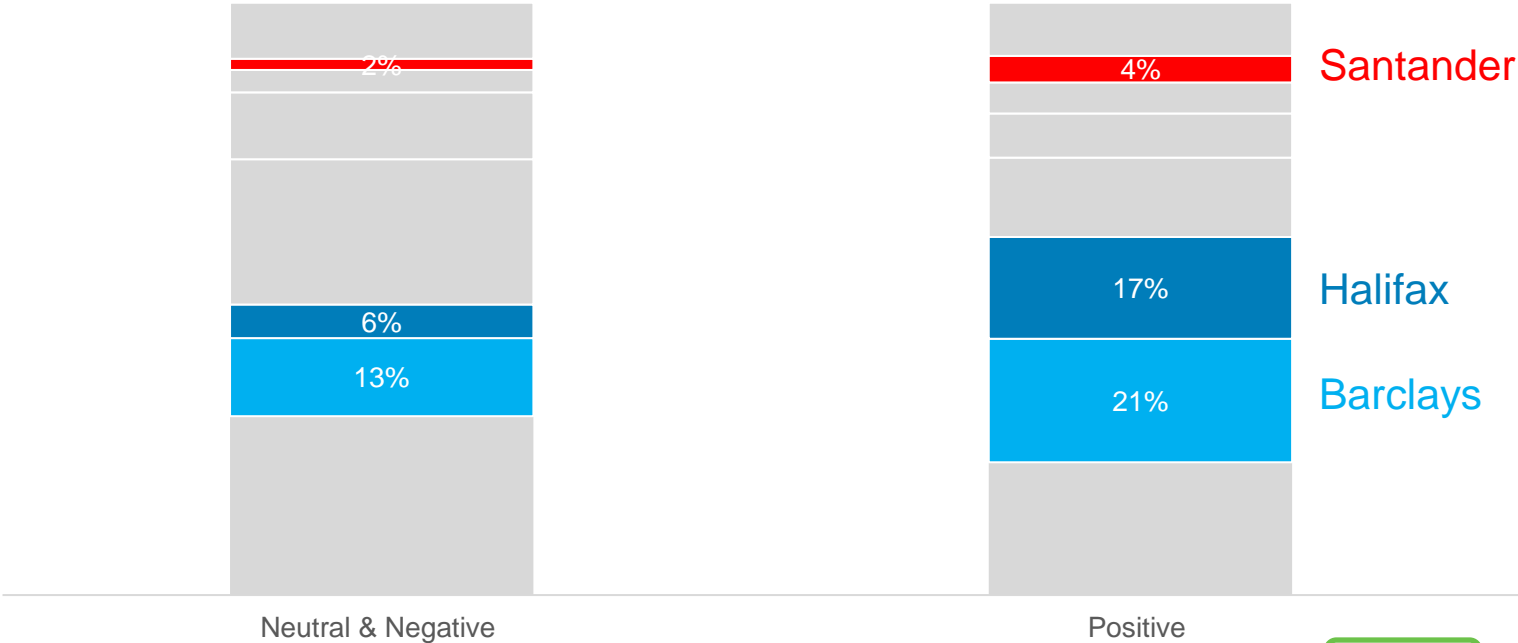
Week 9: base n=160

Week 1: 12-18 March | Week 2: 19-25 March | Week 3: 26 March – 01 April | Week 4: 02 – 08 April | Week 5: 09 – 17 April | Week 6: 18-23 April | Week 7: 23-30 | Week 8: 01-06 May |

Week 9: 06-14

Barclays, Halifax and Santander are capturing a higher share of the positive TV & radio experiences

TV & Radio Advertising Share – Positive vs Neutral & Negative Experiences



DIARY

Source: MESH Experience Retail Banking Study
 Week 9 base: Neutral & Negative n=53 | Positive n=134
 Week 1: 12-18 March | Week 2: 19-25 March | Week 3: 26 March – 01 April | Week 4: 02 – 08 April | Week 5: 09 – 17 April | Week 6: 18-23 April | Week 7: 23-30 | Week 8: 01-06 May | Week 9: 06-14



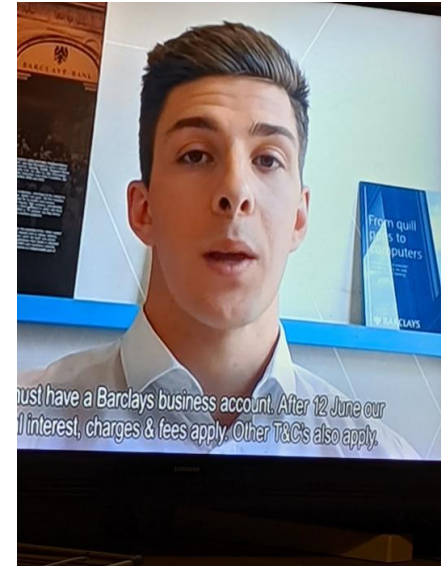
Barclays helpful advertising and the new Digital Eagles execution is generating a positive reaction

It was an advert for **Barclays digital eagles**, about teaching people how to use online banking safely Safe and secure using online banking

Barclays | TV | Fairly positive | Slightly more likely to choose | Fairly relevant

it described the efforts Barclays is making to **help people use mobile/internet banking during the covid-19 outbreak**. hopeful and warm, that we can remain connected

Barclays | TV | Fairly positive | Slightly more likely to choose | Fairly relevant



DIARY

Fraud message from Halifax and Santander is landing well on radio

*The word 'fraud' captured my attention. The bank had various voices warning of scams, for example saying never give your details to anyone who contacts you. If you're unsure then speak to someone you trust. Tag line 'we are here to help'. Then suggest you **go online to their website to see how to protect yourself**. Fairly good, but not the online bit. This was targeted at more vulnerable customers who may not have the internet.*

Halifax | Radio | Fairly positive | No difference | Fairly relevant

*I heard Santander **warning people against fraud** via emails. it made me feel **safe and cared***

Santander | Radio | Fairly positive | Slightly more likely to choose | Very relevant

*Advert from the bank advising on people trying to scam more during covid 19. More **advice on their website. Pleased***

Santander | Radio | Fairly positive | No difference | Fairly relevant

DIARY

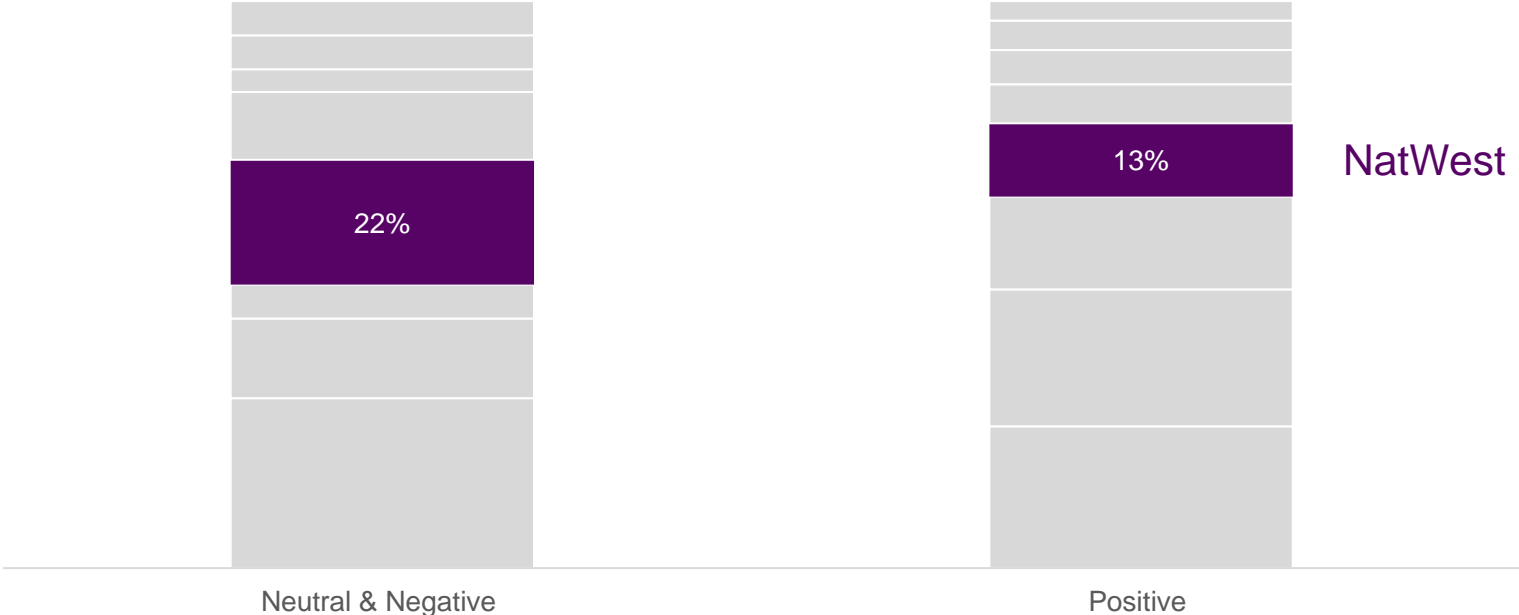
Don't let the advertising style detract from its purpose

NatWest's more recent video call style advertising isn't as engaging as other banks.

We're seeing signs that the video style with multiple staff offering general help is wearing out and detracting from the real actions banks are taking.

NatWest is underperforming within TV, capturing more neutral and negative experiences

TV Advertising Share – Positive vs Neutral & Negative Experiences



DIARY

Source: MESH Experience Retail Banking Study
Week 9 base: Neutral & Negative n=50 | Positive n=1116
Week 1: 12-18 March | Week 2: 19-25 March | Week 3: 26 March – 01 April | Week 4: 02 – 08 April | Week 5: 09 – 17 April | Week 6: 18-23 April | Week 7: 23-30 | Week 8: 01-06 May | Week 9: 06-14

The advice and support presented in the advertising is landing well

*An advert for the bank by different actors/staff advertising what services are available and how they can help you during the Coronavirus situation. **Very pertinent practical advice** at this time. This advert was **very meaningful and sincere** in its message to its customers*

NatWest | TV | Fairly positive | Much more likely to choose | Very relevant

*Natwest were mentioning **how you can use their mobile banking app to do everyday things**. Fairly good aa you can rely on other products to continue **banking the usual way whilst stuck indoors**.*

NatWest | TV | Fairly positive | Slightly more likely to choose | Fairly relevant

DIARY

However, we're seeing the first signs of creative and communication style wearing out



*Again, I was watching a recorded video and made a point of slowing the ads down to watch it...it's a bit 'twee' but **said exactly what the other banks are saying**. I don't mind it but the fact that they are all saying, essentially, the same thing, **it begins to wear thin***

NatWest | TV | Neutral | No difference | Neutral

Same as other banks
*Bored, talking into **Skype** is overdone*

NatWest TV Fairly negative Slightly less likely to choose Fairly irrelevant

*Lots of NatWest staff advertising their app to encourage people to use it. Pretty neutral as it **wasn't something new***

NatWest | TV | Neutral | No difference | Fairly irrelevant

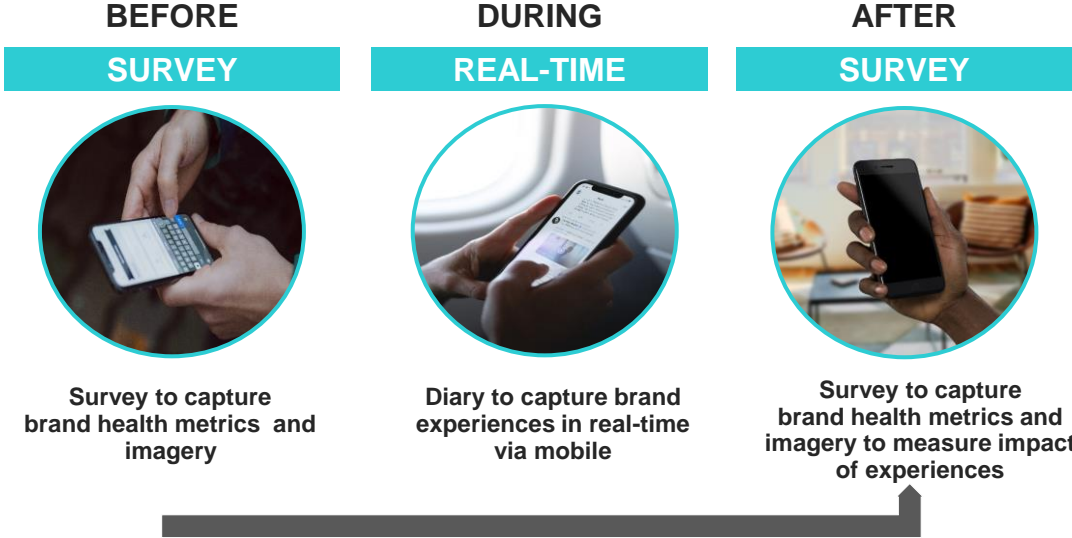
DIARY



MESH
Experience

APPENDIX

Real-time Experience Tracking (RET): Methodology



Experience Maximizer to identify touchpoint impact

“A new tool radically improves marketing research.”



MESH Experience is a data, analytics and insight company working with Fortune 500 organizations, like Delta Air Lines and LG Electronics. We believe that brands today should take an Experience Driven Marketing approach, looking through the eyes of the customer to understand all paid, owned and earned brand encounters. Our proprietary methodologies, datasets and models help us give clients faster and better advice on how to optimize their marketing investment. Real-time Experience Tracking (RET) was described by Harvard Business Review as “a new tool (that) radically improves marketing research

M ESH
Experience

