

MESH

Experience

2017-18 Retail Banking Annual Experience Landscape Report

Every month MESH Experience captures thousands of retail banking experiences from hundreds of people - in real time. From branch, to online, to news, to ads, and much more – every touchpoint is covered. Based on research amongst 5,000 people per year, covering over 20,000 experiences across all major brands, this is the only source of insight we know that covers the reality of the banking customer’s world in its full context.

Tracking the metrics that matter – as they happen

Powerful and practical

Real-time Experience Tracking (RET) was described by Harvard Business Review as *“a new tool (that) radically improves marketing research.”*



Harvard Business Review

Share of Experience

Widely known as SOE, this includes all Paid, Owned and Earned experiences (versus Share of Voice – SOV – which only includes Paid media that marketers push out). SOE correlates more strongly with market share than SOV.

Do you know if your SOE is where it should be? And if it isn't, do you know what to do about it?

Experience Reach

It is important to know how many people are noticing and interacting with your brand and competitors each week and through which media channels. This enables marketers to compare the true reach of their paid media with owned and earned.

Do you know the relative reach of your mobile banking app versus your competitors?

Experience Impact

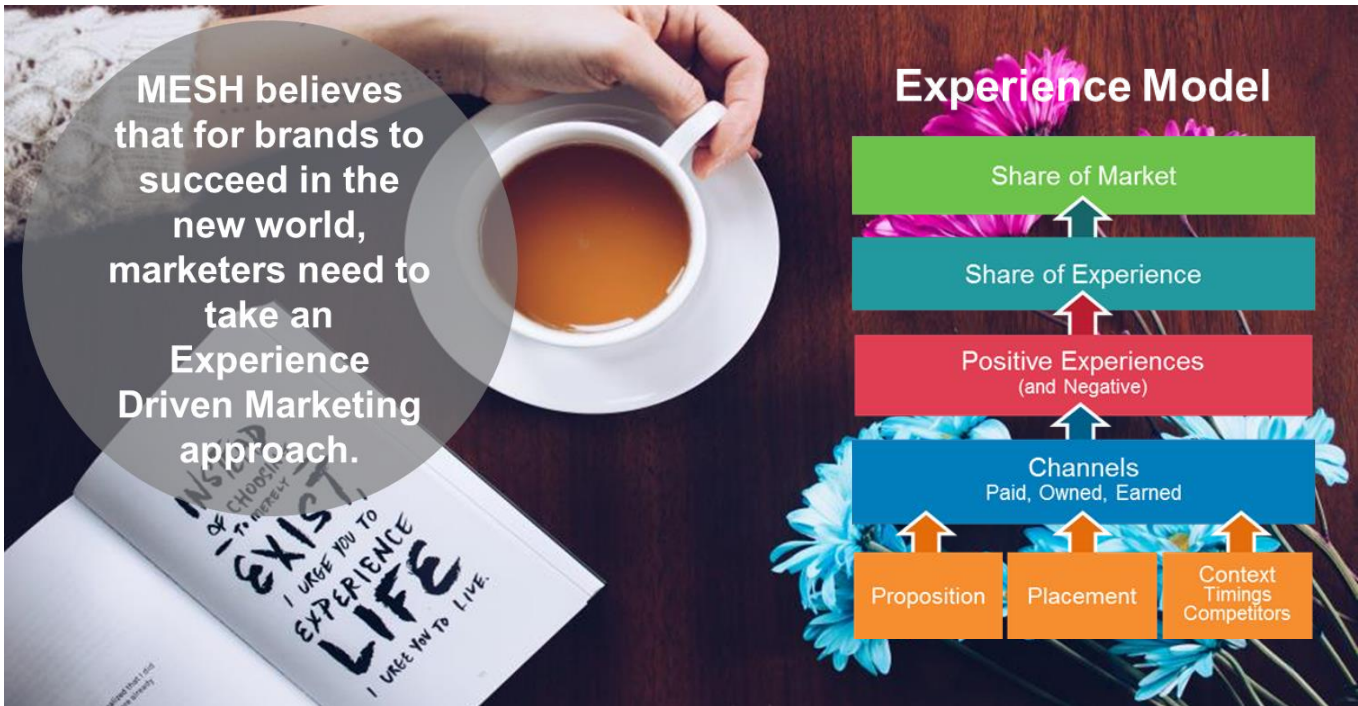
The quality of experiences directly impacts on their effectiveness.

Across studies, MESH has proven that a positive experience has around 3 times the impact on brand consideration compared with a neutral experience. The same is true in retail banking.

Do you know the true impact of your experiences on consideration and trust?

Overview: the 2017-18 retail banking landscape

Brand	SoE		Reach		Positivity (T2B)		Persuasiveness (T2B)		Commentary
	All	All	All	Paid	All	Paid	All	Paid	
BARCLAYS	14%	35%	18%	51%	56%	37%	40%	Learn why Barclays leads the field in Share of Experience but underperforms on the positivity of brand encounters.	
HALIFAX	12%	33%	20%	57%	56%	42%	42%	Discover what makes encounters with TSB paid media touchpoints so positive.	
LLOYDS BANK	12%	32%	20%	56%	58%	37%	39%	Compare metrics across 20+ retail banks in England and Wales to understand how the challengers have been performing over the last 12 months.	
Santander	9%	25%	12%	55%	51%	38%	40%	Brands covered in the report:	
Nationwide	9%	25%	15%	59%	53%	42%	36%	Barclays, Lloyds, HSBC, Santander, Halifax, Nationwide, TSB, NatWest, Co-Operative, First Direct, Post Office, RBS, Tesco Bank, M&S Bank, Sainsbury's Bank, Yorkshire Bank, Virgin Money, Metro Bank, Bank of Scotland, Atom Bank	
NatWest	8%	22%	11%	52%	51%	36%	36%		
HSBC	7%	20%	10%	48%	46%	32%	32%		
TSB	4%	13%	9%	61%	60%	50%	51%		
first direct	3%	10%	6%	57%	48%	43%	37%		



Selected highlights

Paid Media

Despite retail banking having gone through significant technological changes resulting in shifts to online banking and marcomms, TV remains a highly important channel for creating positive brand experiences. *Learn which campaigns worked best on TV and which succeeded through other channels in the real world.*

Owned Media

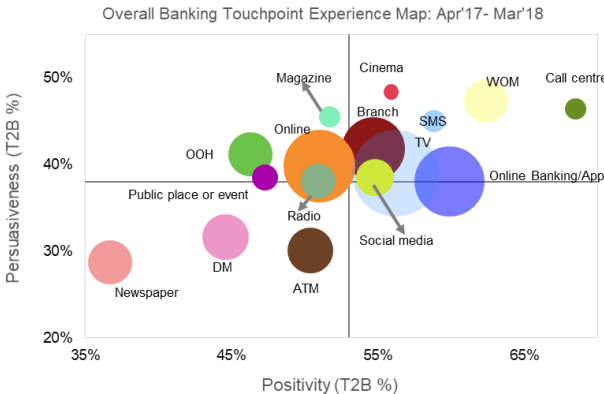
Branch closures continue as technology advances, yet the branch is one of the most potent owned assets banks have. They are not just service points and showrooms, they are potentially so much more. *Learn how to grow the impact of the branch network, whilst maximising the banking app experience as a marketing and brand touchpoint.*

Earned Media

The retail banking industry is still suffering from the fall-out of the last financial crisis, with news media hungry for negative stories to share. In this atmosphere of low trust, WOM offers some of the most positive and impactful experiences. *Learn how to create it - and learn how to manage paid media against a backdrop of negative news.*

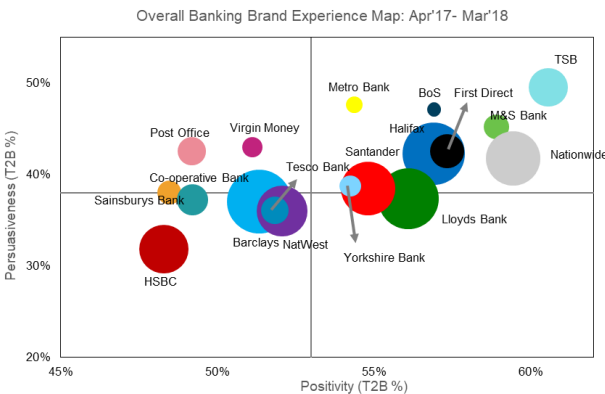
The touchpoints that make a difference

We analyse the relative power of Paid, Owned, and Earned media. *Which touchpoints have most impact, and why?*



Brand experience in context

Our report highlights the winners and losers in terms of experience. *Which banks are best in class, and why?*

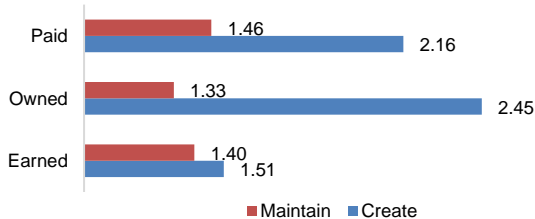


Uncover the hidden drivers

Our Experience Maximizer™ analysis creates an impact score called an **Odds Ratio**. For example, certain paid media have a better than 2x effect on **creating new consideration** for retail banking brands. We analysis the hidden impact of touchpoints on key metrics such as trust, too, helping banks make smarter decisions about media investment.

Learn why and how Owned media builds consideration for prospects.

Impact on Non-Customer Consideration



The Real-time Experience data

800+ pre-stage survey respondents monthly.

400+ experience diary participants.

2,000 recorded experiences monthly, ongoing.

Annual analyses based on 5,400 experience diarists and 23,000 experiences.

Nationally representative within England and Wales amongst UK current account holders, aged 18+

Reflecting age, income, socioeconomic group and current account share across brands.



Table of Contents

1	Executive summary	<i>Digestible C-Suite headlines and take-outs</i>
2	Introduction to MultiBrand	<i>How RET works, and the issues it addresses</i>
3	Brand affinity in context	<i>Awareness, consideration, brand image</i>
4	The brand landscape	<i>Summary of all brands' experience KPIs</i>
5	Reach and SOE	<i>Aggregate, and Paid/Owned/Earned</i>
6	Positivity and persuasion	<i>Positive and negative reach</i>
7	Trends over time	<i>Evolution of KPIs through the year</i>
8	Brand touchpoints	<i>Analysing the types of brand experience</i>
9	Paid experiences	<i>Deep dive into campaigns and marketing</i>
10	Owned experiences	<i>Branch, online, servicing, and more</i>
11	Earned experiences	<i>News, word of mouth, social, and more</i>
12	Learnings from best in class	<i>All the do's and don't's across touchpoints</i>
13	Hidden drivers of persuasion	<i>The implicit influences on consideration</i>
14	Deep dive into brands	<i>Highlights and lowlights for each bank brand</i>
15	Conclusions & implications	<i>For retail banking in 2018 and beyond</i>
	Appendices	<i>All the detail charts you could want, including age, gender, income, socioeconomic group, and sub-touchpoint analyses</i>
		<i>Sample breakdowns and RET questionnaires</i>

What you get

Executive summary
Infographic overview
PDF report (analysis and implications)
PDF presentation deck (150+ pages of analysis)

Publication date: **30th June 2018**

Report price: **£25,000 (+ VAT)**

To buy this report, please get in touch with Fleur Evans, Global Marketing Director

CALL: Fleur Evans +44 (0) 7408 806 528

EMAIL: fleurevans@meshexperience.com

About MESH Experience

MESH Experience is a data and analytics company working with Fortune 500 and FTSE 100 organizations.

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 optimise their marketing investment.

You can find us online at www.meshexperience.com.

MESH

Experience

2017-18 Retail Banking Annual Experience Landscape Report