

IMAGES MATTER: RESEARCH TO RESULTS

filene
RESEARCH INSTITUTE

Did you know that even subtle imagery or sensory cues can strongly influence the customer experience? According to consumer researcher Maya Bourdeau:

- Slow tempo music increases retail sales up to 35%
- Infrequently purchased brands can be marketed in the same way, over and over, without wear-out.
- Timing marketing with in-branch communications creates 10-40% added ROI.

Now scheduling advisory engagements through 2009.



If your credit union is looking for ways to maximize your consumer-focused messages and spend your marketing dollars more effectively, Filene's Innovator in Residence may be the answer.

Consumer researcher Maya Bourdeau will bring science into the art of communication, helping you find the right story for your product or service. As Managing Director at Boston-based Olson Zaltman Associates, a marketing firm with a Fortune 500 clientele, she developed new products receiving the highest approval ratings in the brand's history. She also created award-winning communications and strategies, resulting in impressive 3-15% increases in market share.



Maya Bourdeau

Filene's Innovator in Residence

Maya Bourdeau is an expert who specializes in research and psychological marketing. She graduated with an Honors BA in psychology from Harvard University and also received her MBA from Harvard Business School.

She has lived in seven countries (Singapore, South Korea, Japan, Canada, United Kingdom, United States, and France) and speaks three languages (English, French, and Japanese).

Maya was a critical researcher in the Filene study *Does Imagery Matter: Delving into the Mind of Low- to Moderate-Income Savers*. During her distinguished career, Maya's clients have included:

- Crayola (designing new toys).
- Frito Lay (packaging for Cheetos, Lay's, and Doritos).
- Danone (creating communications).
- The World Bank (developing anti-corruption programs).
- Duracell (identifying "white space" in consumer needs).

Three Ways to Engage with Filene and Maya:

1 CALL

If you have marketing materials, Maya can provide an expert opinion on their effectiveness.

- Send in your marketing materials.
- Get an expert opinion from Maya via a one-hour telephone conversation and a one-page written summary.

Entire marketing departments and/or executive teams are encouraged to participate.

\$500 for review, phone consultation, and written summary.

2 COLLABORATE

Gather with other credit unions outside your region that share your strategic direction regarding a specific market—attracting young adults, serving low- to moderate income members, hitting the mark for the convenience driven consumer, etc. Project labs will involve highly targeted, implementation focused exercises that include:

- Insights from interviews with the target segment.
- Techniques for effectively marketing to members using a focused psychological approach.
- A review of advertising strategies.
- Tangible outputs for immediate implementation

Pricing and schedule to be determined by the participating credit unions.

3 CUSTOMIZE

Perhaps you prefer to customize a project for your individual credit union placing your marketing strategies, images, and outputs under a microscope in order to improve results.

Filene and Maya will develop a tailored approach that works with your credit union's existing priorities and strategic direction.

Call for pricing.

» Learn proven techniques. » Apply cutting-edge research. » Bring science into the art of communication.

Email innovation@filene.org or call (608) 231-8550 for more information. Now scheduling through 2009.