



MESH Experience
Coronavirus & Retail Banking
24.04.2020

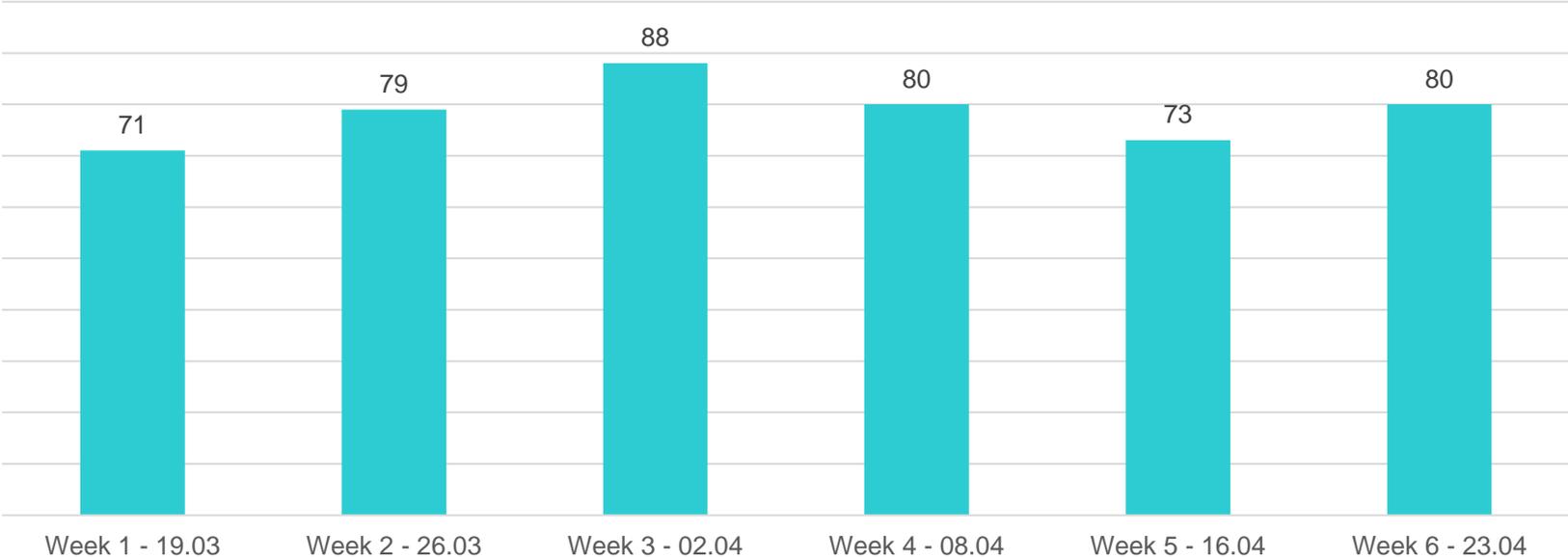
Help customers plan for the longer term

The extended lockdown measures and uncertainty about the economic impact on the mid-longer term is an emerging topic. People are wondering how long this will go on.

Help your customers plan for the potential scenarios they might need to tackle in the mid to long term.

Stability has given people time to think about the future again, and the worry about the mid-longer term is an emerging topic

How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



Source: MESH Experience Retail Banking Study
base responses n=349
Question:How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



Rationality is taking over, resulting in a genuine financial worry for the future

Job security a big worry.

Reduction in income for the future years

I'm furloughed so my wages are lower

I am fine right now and will be for the next few months, but any longer I will begin to struggle mentally and financially

It will impact us because I have not been furloughed and my employer will close his business if lockdown lasts much longer.

It doesn't affect my finances at the moment but may do later

It won't for the next month but after that I think we're heading for a deep recession.

Fine for now but could have longer term effects in the next 6 to 12 to 18 months.

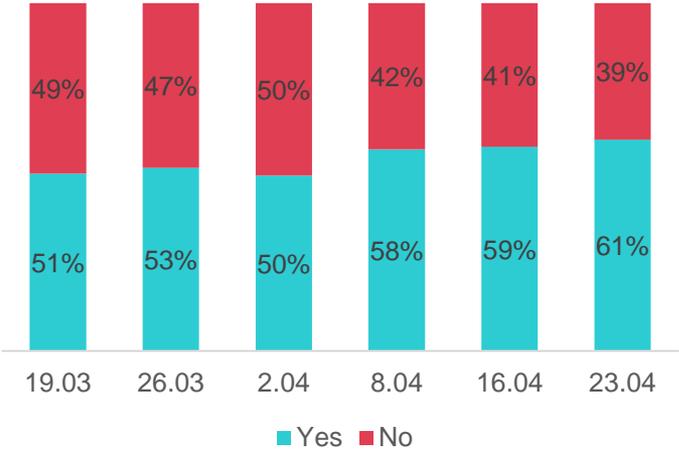
Long term negative effect

Yes it will the longer the lockdown goes on

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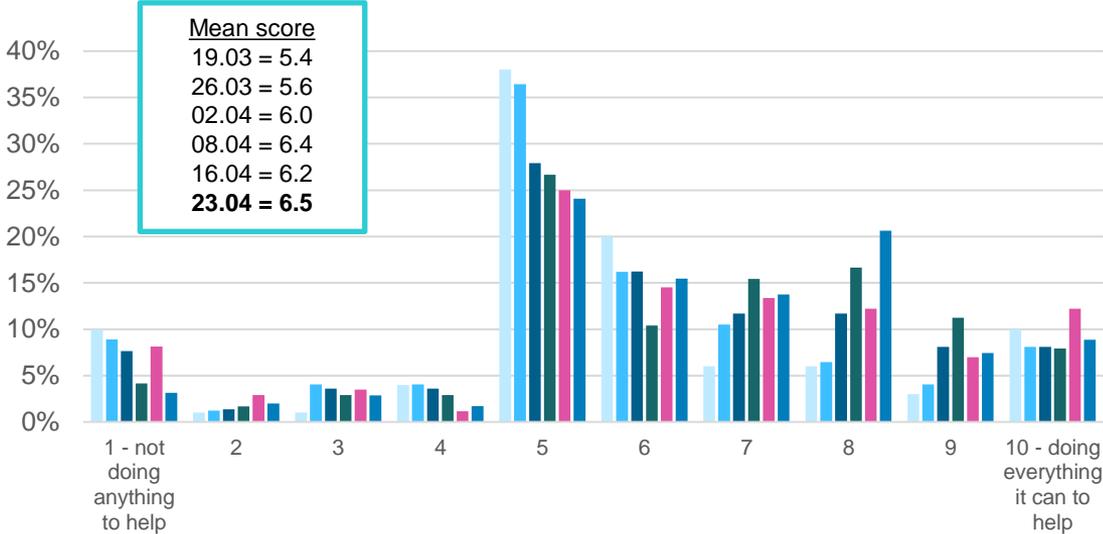
Banks are still seen to be doing enough for their customers, and scores for helping have even risen this week

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



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

19.03 26.03 2.04 8.04 16.04 23.04



Source: MESH Experience Retail Banking Study
 base responses n=349

Question: Are banks doing enough to help customers during the COVID-19 (Coronavirus) pandemic?
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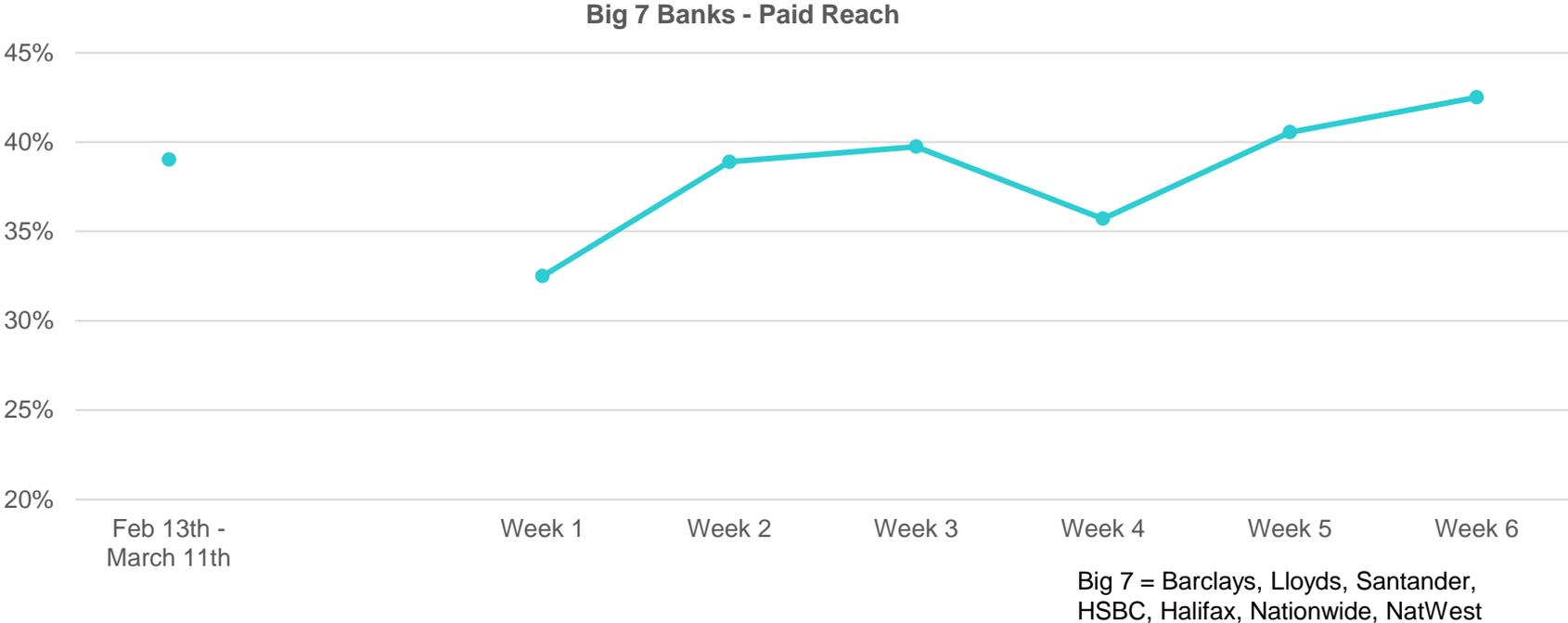
Differentiate your advertising message from competitors to stand out

There has been a rise in the number of banks advertising, giving way to a more crowded media space.

New campaigns from Halifax and Nationwide are eclipsing existing activity from Lloyds and Barclays.

Nationwide's forward looking and optimistic message has been well received and helped to separate itself from the other banks.

There has been an increase in advertising presence, from the major banks, over the past few weeks...

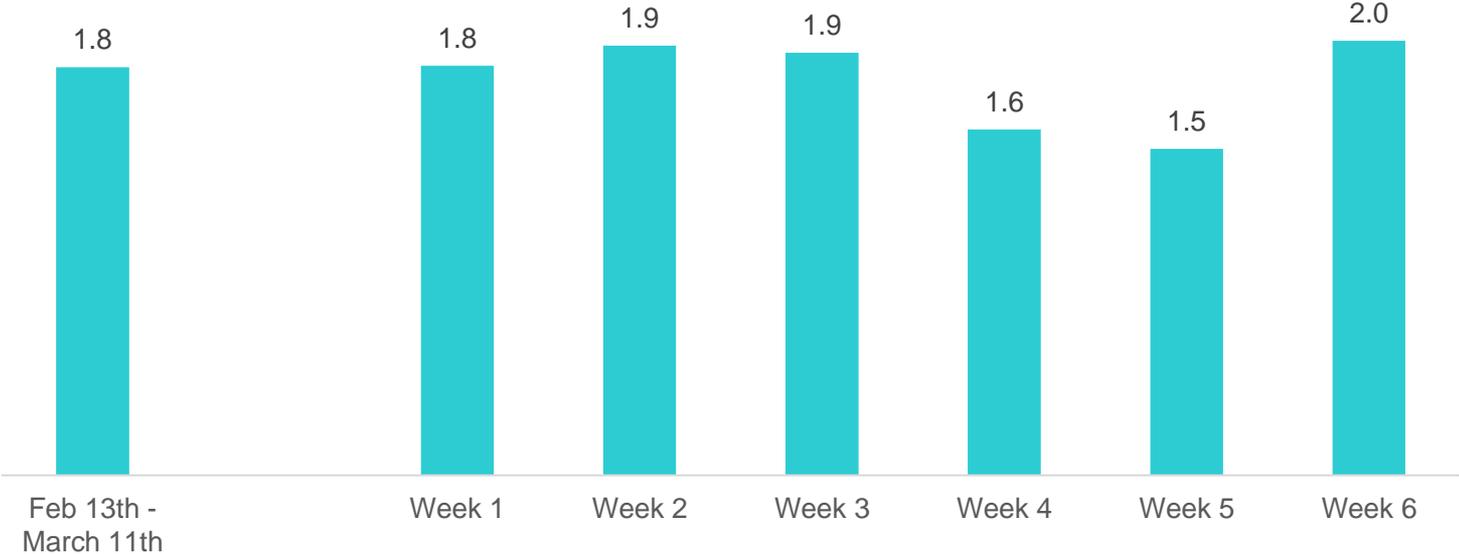


Source: MESH Experience Retail Banking Study
Week 6 base: Paid Reach n= 160
Week 1: 12-18 March | Week 2: 19-25 March | Week 3: 26 March – 01 April | Week 4: 02 – 08 April | Week 5: 09 – 17 April | Week 6: 18-23 April



...and the number of banks people are having advertising experiences with has increased this week

Avg Number of Banks Experienced - Advertising



Source: MESH Experience Retail Banking Study

Week 6 base: Paid 158

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

New campaigns are landing well for Nationwide and Halifax, whilst engagement for Lloyds and Barclays has dipped

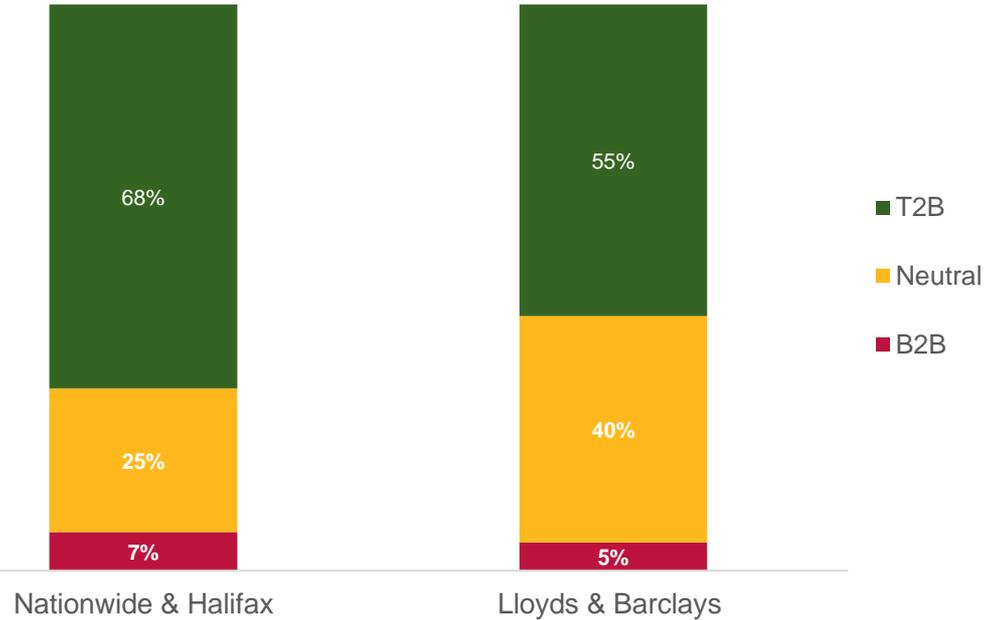
“The advert was really impressive, a lady was talking to her future self in 6 months time. Asking about how you are feeling? How’s the family, mental health etc with everything going on with covid it really stood out to me and I really paid attention. I was really shocked to then see it was produced by a bank. I said to my husband after, that I’ve never seen an advert like that before. It made me feel cared about and not to forget to care for people not in my household at this difficult time.”

Nationwide Very positive TV Much more likely to choose Fairly relevant

“Clever advert showing members of staff each saying in their own words that the Halifax is here to help members during this difficult time. Impressed. Thought it was a different type of advert and cleverly done with mini screens showing staff members”

Halifax Fairly positive TV Much more likely to choose Very relevant

Positivity – Paid Experiences



Make sure advertising offers relevant advice and specific actions, especially for the 55+ audience

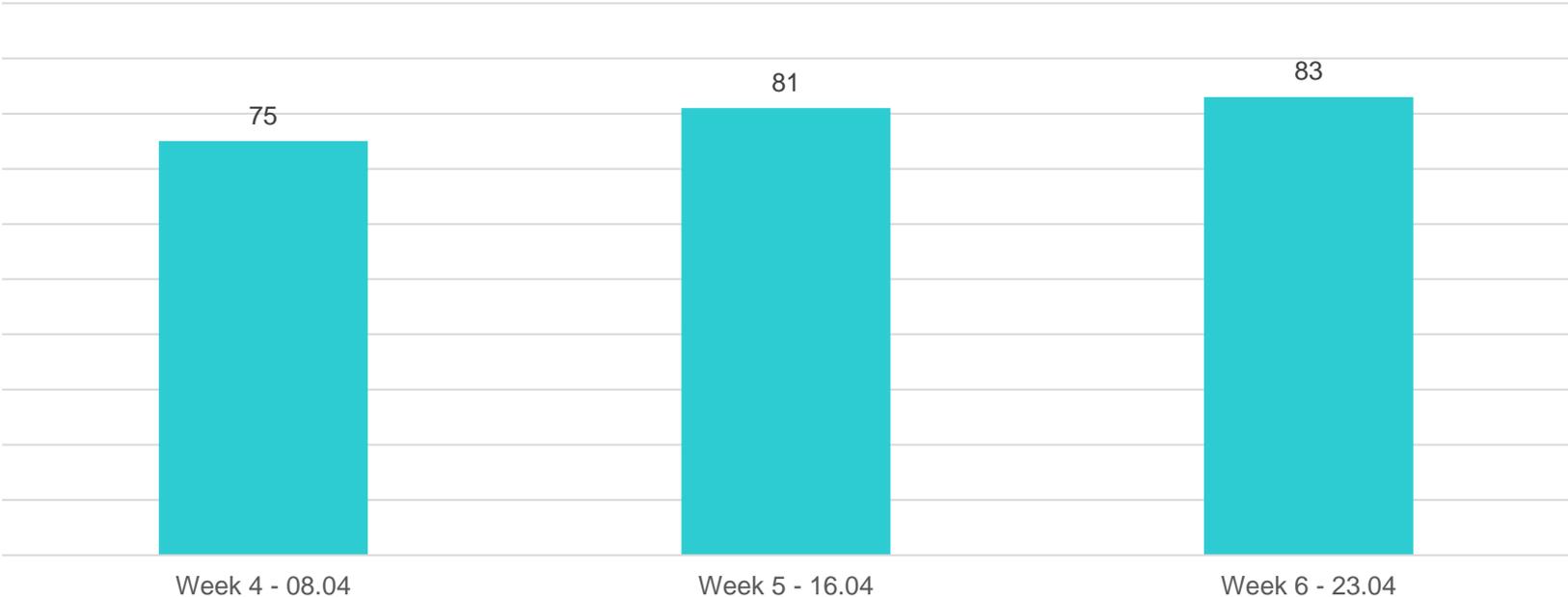
Concern is slightly higher for those 55+ this week.

Whilst overall owned comms and advertising have been well received from a positivity perspective, we've seen a decrease in paid relevance among this audience.

Messages landing well provide information such as fraud prevention or how to make contact with your bank rather than pure reassurance brand advertising.

Concern about the COVID-19 pandemic has risen for those 55+

How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



Source: MESH Experience Retail Banking Study
base responses n=349
Question:How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?



55+ are worried about changed household financial management although some said they don't need help

My **income is stable** so my finances will not be affected.

Lower income from pension, **higher prices** in stores.

Spending more on food as there is less choice and have to take pot luck on which supermarket can deliver.

We have **cut spending** by half.

its costing us **more money to eat** because all the value food has gone

It wont have an impact, **we will be ok.**

Stable income but increased household costs

Looking at **individual cases**

Extra help for elderly. General **flexibility** and **bespoke solutions** for all

Be more **lenient**

Make processes **easier** for people to get help

Helping people with their finances

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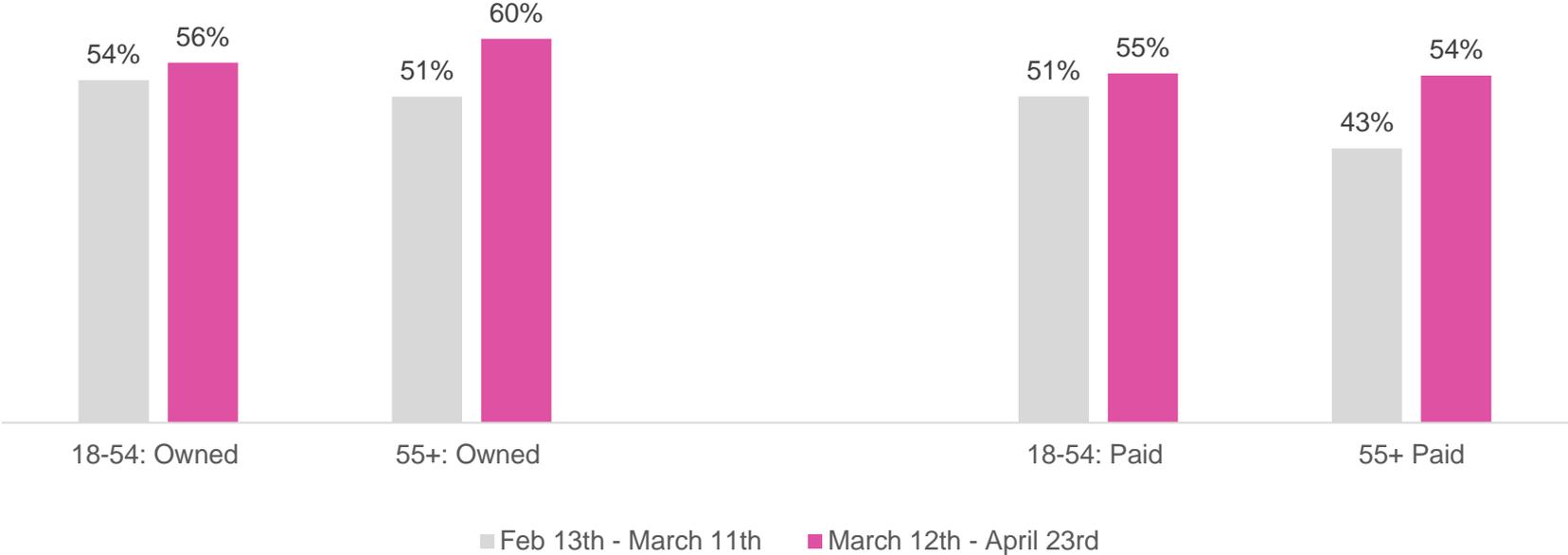
Source: MESH Experience Retail Banking Study
base responses n=349

Question: Thinking about your household finances, how do you think COVID-19 (Coronavirus) will impact you?

Question: What should banks be doing to help customers during the COVID-19 (Coronavirus) pandemic?

55+ customers are responding positively to owned and paid banking communication since the restrictions started...

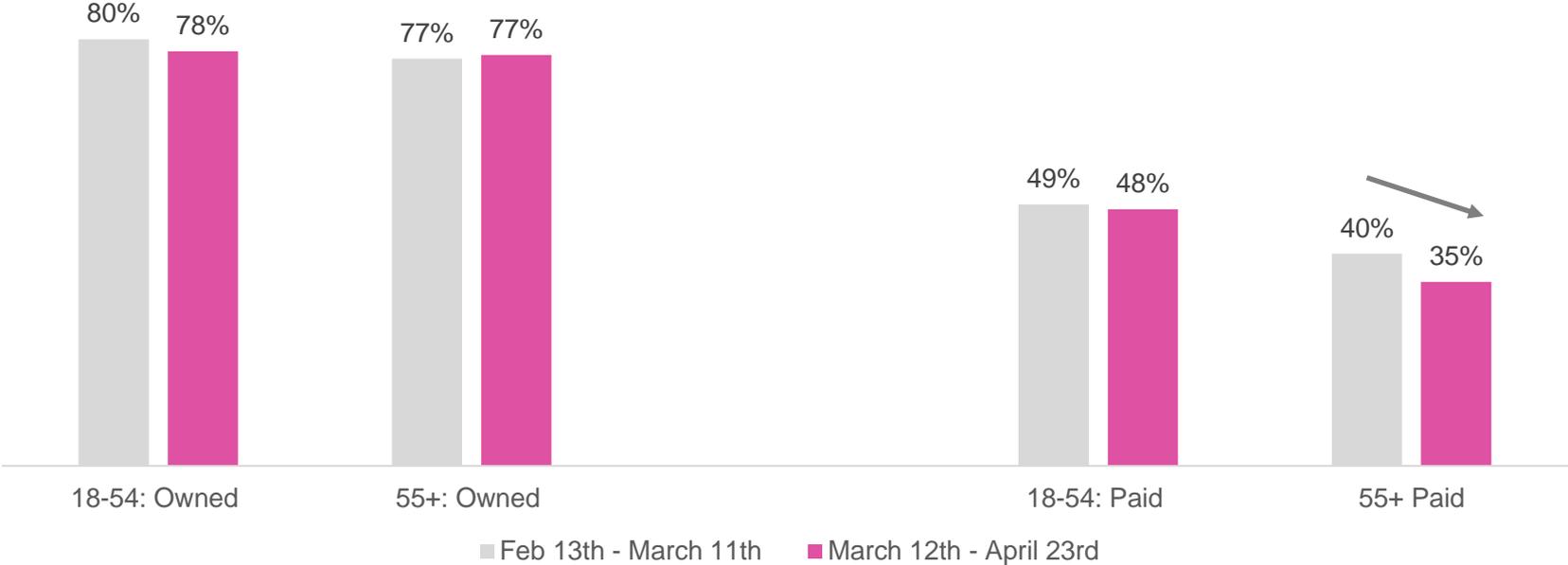
T2B Positivity %



Source: MESH Experience Retail Banking Study
Feb 13th – March 11th : Owned n=311 Paid n=158
March 12th – April 23rd : Owned n=475 Paid n=428

...and whilst owned comms maintain relevance, paid relevance is down

T2B Relevance %



Source: MESH Experience Retail Banking Study
Feb 13th – March 11th : Owned n=311 Paid n=158
March 12th – April 23rd : Owned n=475 Paid n=428

Content is important for 55+ and they respond well to certain topics like fraud. Generic ads are positive but less relevant

*“**Informative ad** advising people on how Lloyds bank help protect their customers from scams.”*

Lloyds, Newspaper, Very Positive, No Difference, Fairly Relevant

“Lloyds are by your side. Neutral.”

Lloyds, TV, Fairly Positive, No difference, Fairly Irrelevant

*“It was an advert that I have seen before and was about how to **contact** Barclays during the coronavirus pandemic and what they can do to help customers .”*

Barclays, TV, Fairly Positive, No difference, Fairly Relevant

*“They were giving advice about **fraud** protection .”*

Lloyds, Newspaper, Fairly Positive, No difference, Fairly Relevant

“Part of the running horses campaign with mother and her foal crossing country.”

Lloyds, TV, Very Positive, No difference, Very Irrelevant



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