



MESH Experience
Coronavirus & Retail Banking
17.04.2020

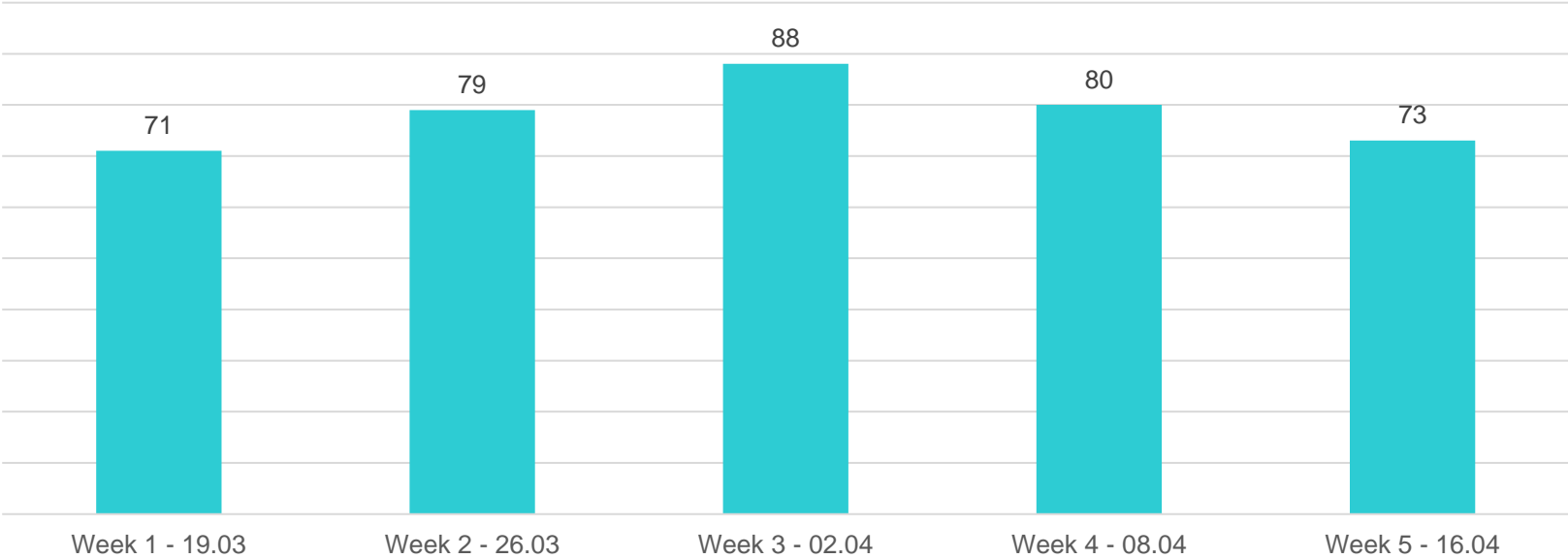
The 'worry curve' has flattened but banks need to keep offering help and support

In a climate where concern about the pandemic has declined, people continue to appreciate what banks are doing.

However, it is important to continue with mortgage holidays, reducing charges and fees, and to communicate this to your customers.

Almost a month after the official lockdown, levels of concern have reduced considerably. Relative stability creates some peace of mind

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

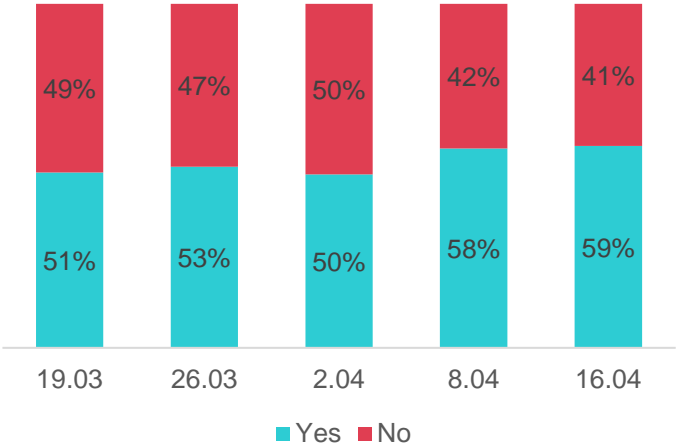


Source: MESH Experience Retail Banking Study
base responses n=172
Question:How do you feel about the ongoing COVID-19 (Coronavirus) pandemic?

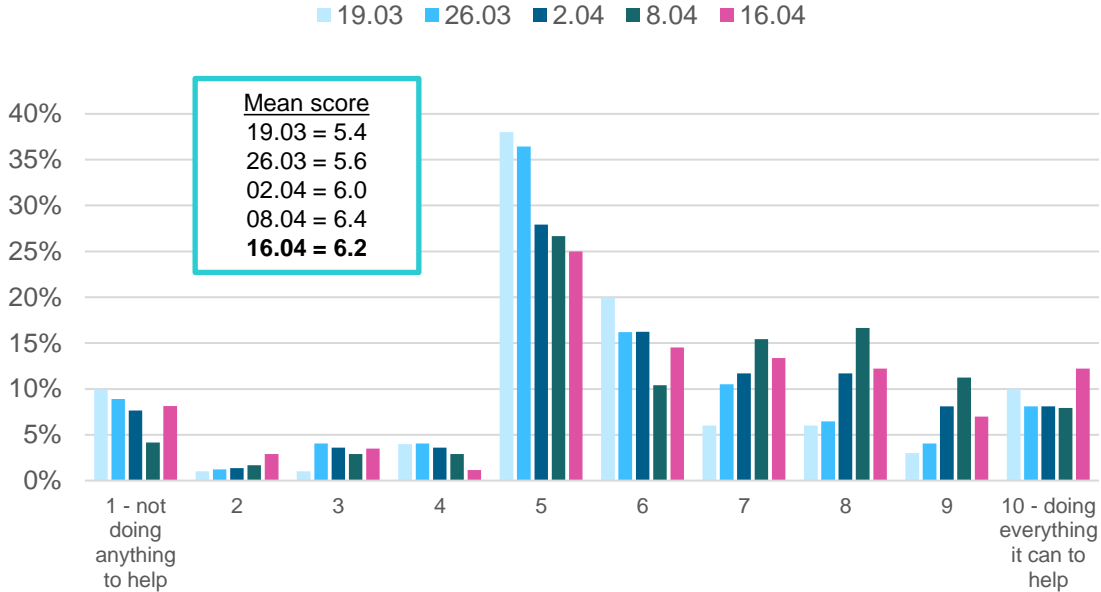


Banks are seen to be helping and continue to get positive responses from customers

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?



Source: MESH Experience Retail Banking Study
base responses n=172

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

PRE



To keep up the good work, it is important to continue supporting your customers and reassure them about extensions to initiatives

Just keep in touch and make sure that they are okay with their finance.

Continue what they are doing

Give them more money to borrow in overdrafts for a longer period, give them interest free loans for longer, give customers more months to repay back their credit cards.

Pausing repayments on loans or lowering the minimum repayments. Stopping daily charges on overdrafts. Less strict criteria for borrowing.

Offer interest free loans

Giving payment breaks until the issues are cleared

Give more advice for reassurance of customers

Provide interest free overdrafts, mortgage and credit card repayment holidays

Reducing charges

Pause mortgages

Slash interest and overdraft rates

PRE

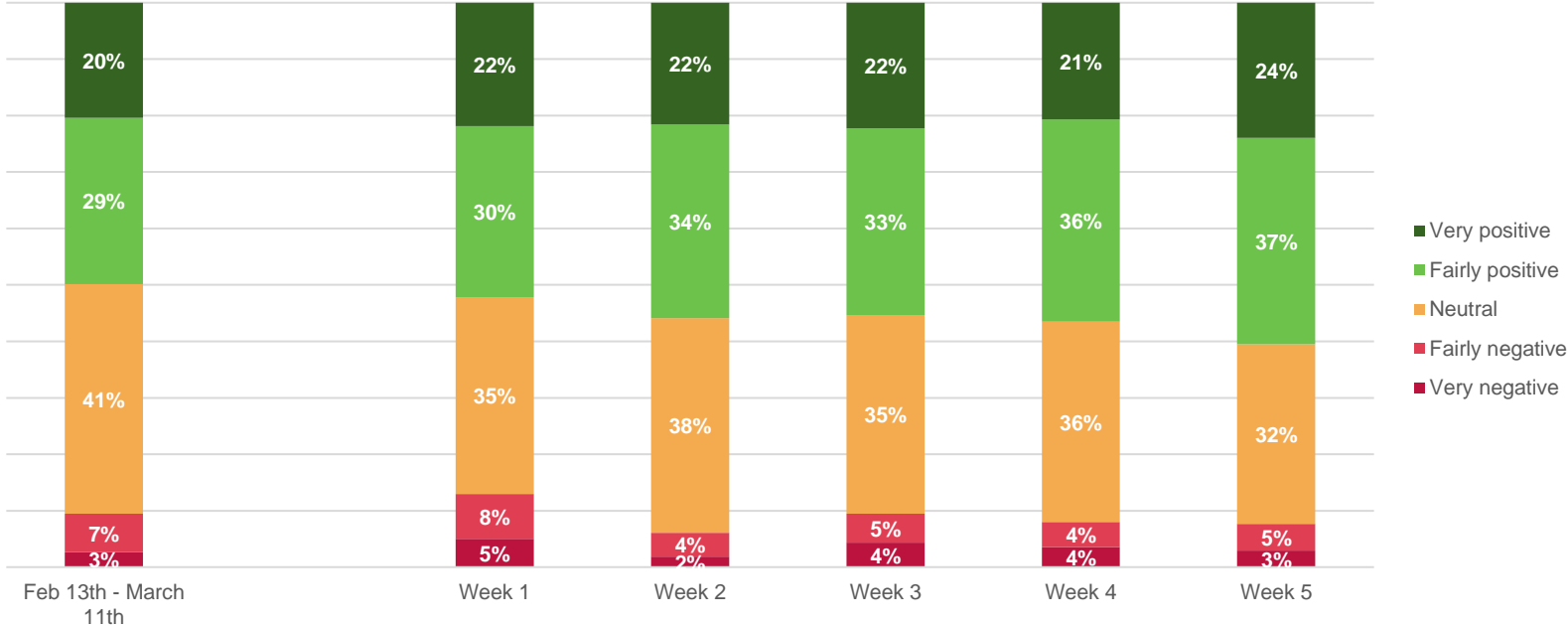
Notably persuasion is coming through emotionally engaging comms rather than offers

We continue to see experiences being positively received. More remarkably, advertising and owned communications are becoming increasingly persuasive.

Persuasion isn't relating to interest rates or offers but, due to context, the brands communicating are building brand equity through emotional persuasiveness.

An adapted response from banks, in combination with a more receptive audience now, leads to an increase in overall experience positivity

Positivity – Total Experiences



Source: MESH Experience Retail Banking Study

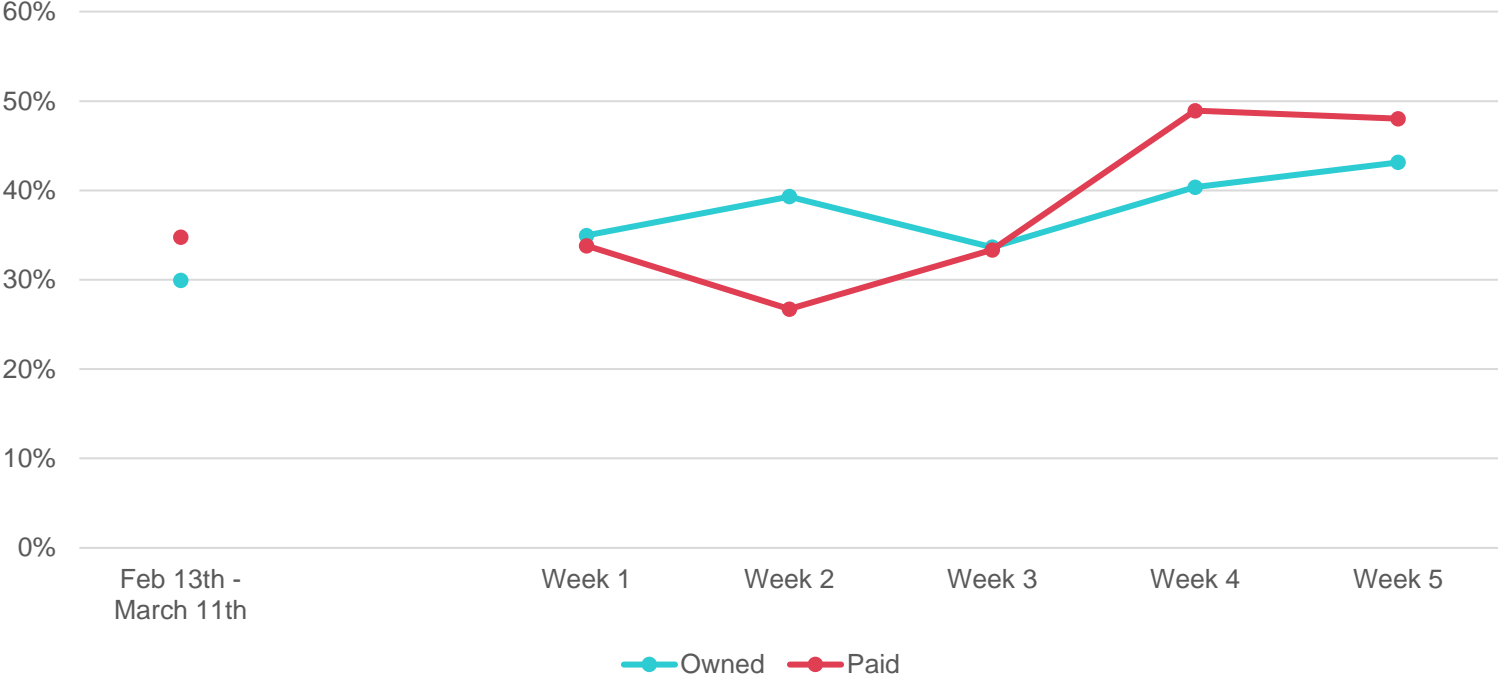
Week 5 base: Total n= 509

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



Not only has positivity risen but experiences are more persuasive in the current context

Persuasiveness T2B (Much more & Slightly more likely to choose)



Source: MESH Experience Retail Banking Study
Week 5 base: Paid n= 152 | Owned = 255
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



Persuasiveness can be rational or emotional



Rational: Interest rates,
switching offers



Emotional: Brand, story-
led

Lloyds and Barclays communications are focused on creating an emotional connection with people and aren't product or offer led

*"It was a tv ad for Lloyds bank with the horses. It made me feel relaxed, it created a **peaceful** and maybe **trusting atmosphere**, it caught my eye and made me look away from my computer. However, although I enjoyed the advert and knew it was a Lloyds advert, I am not sure what it was actually advertising."*

Lloyds, TV, Very positive, Slightly more likely to choose, Fairly relevant

*"Can instantly recognise this ad by the great music. Reminds me that Lloyds is a great bank, **and looks after you.**"*

Fairly Positive, Slightly more Likely to Choose, Fairly Relevant

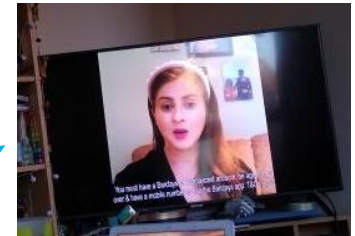


*"It was an advert on tv, it was **informative and relevant to what is happening**. it was talking about still being open at the moment, though online banking. It was lots of people talking about how the bank is helping, it felt relatable. The advert made me feel good and **reassured**. It made me feel like Barclays are helping **make things easy for their customer**. The only issue is that it didn't mention what to do for those who do not have internet. As said in previous part, it felt relatable, showing we are all in same situation, but was reassuring that the bank is still open and able to help."*

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

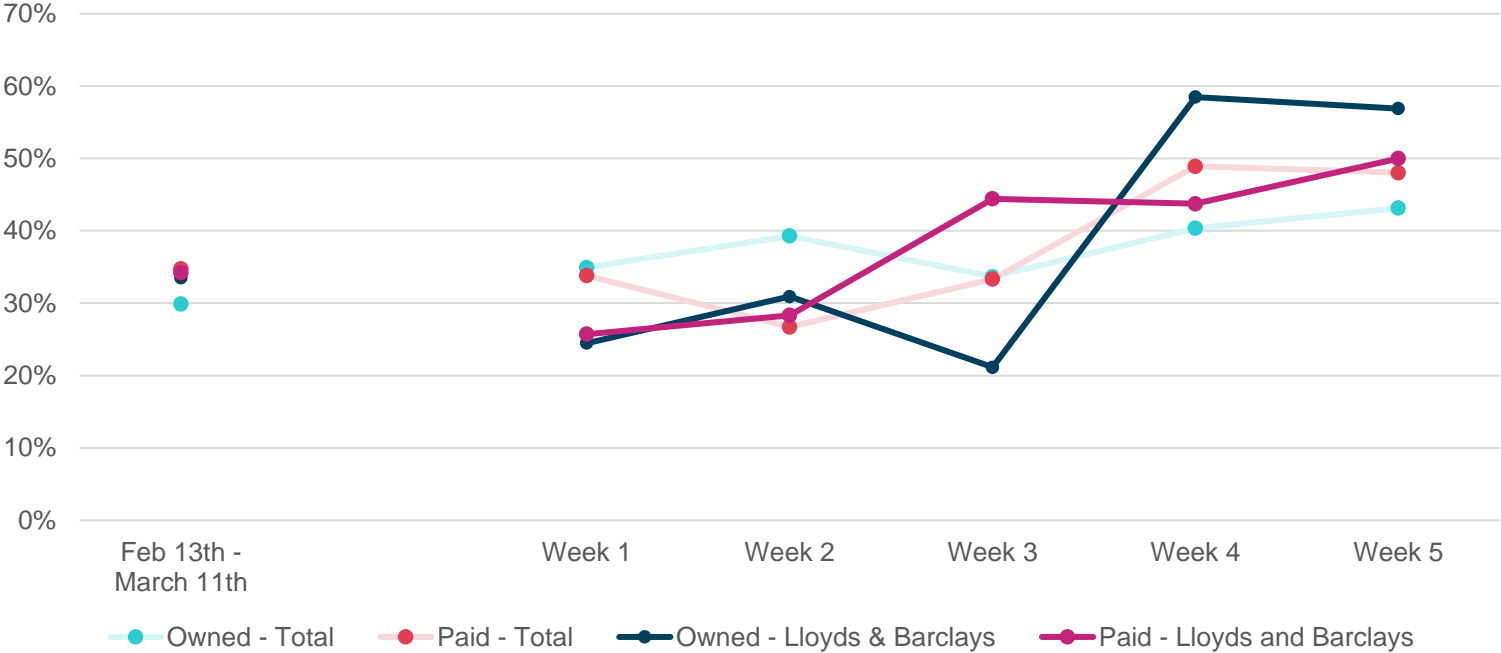
*"Clips of workers at home to help customers relate. Barclays are there to **make life easier.**"*

Very Positive, Much more Likely to Choose, Very Relevant



...and in the current context, these emotional-led ads create persuasiveness for these brands

Persuasiveness T2B (Much more & Slightly more likely to choose)



Source: MESH Experience Retail Banking Study
 Week 5 base: Paid n= 152 | Owned = 255 | Lloyds & Barclays Paid n= 66 | Lloyds & Barclays Owned = 58
 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



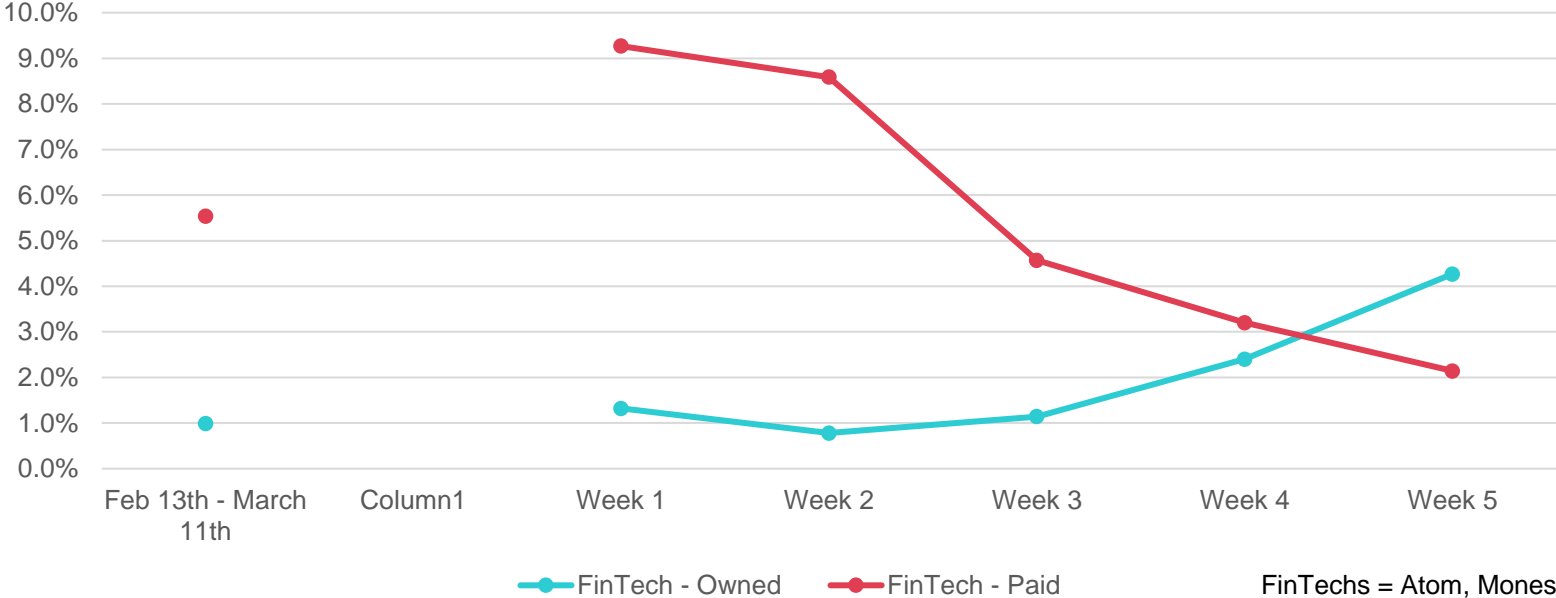
Fintechs are missing out on an opportunity to demonstrate their brand purpose

Traditional banks have adjusted their advertising and invested in paid media, resulting in an increase in overall experience positivity and reach. Whereas Fintechs have reduced paid reach and positivity ratings remain stable.

Are Fintechs, that have entered the market with interesting propositions and purposes, doing enough to grow long term brand consideration?

Whilst FinTechs are utilising owned channels, advertising experiences are down

FinTech Experience Reach – Paid and Owned



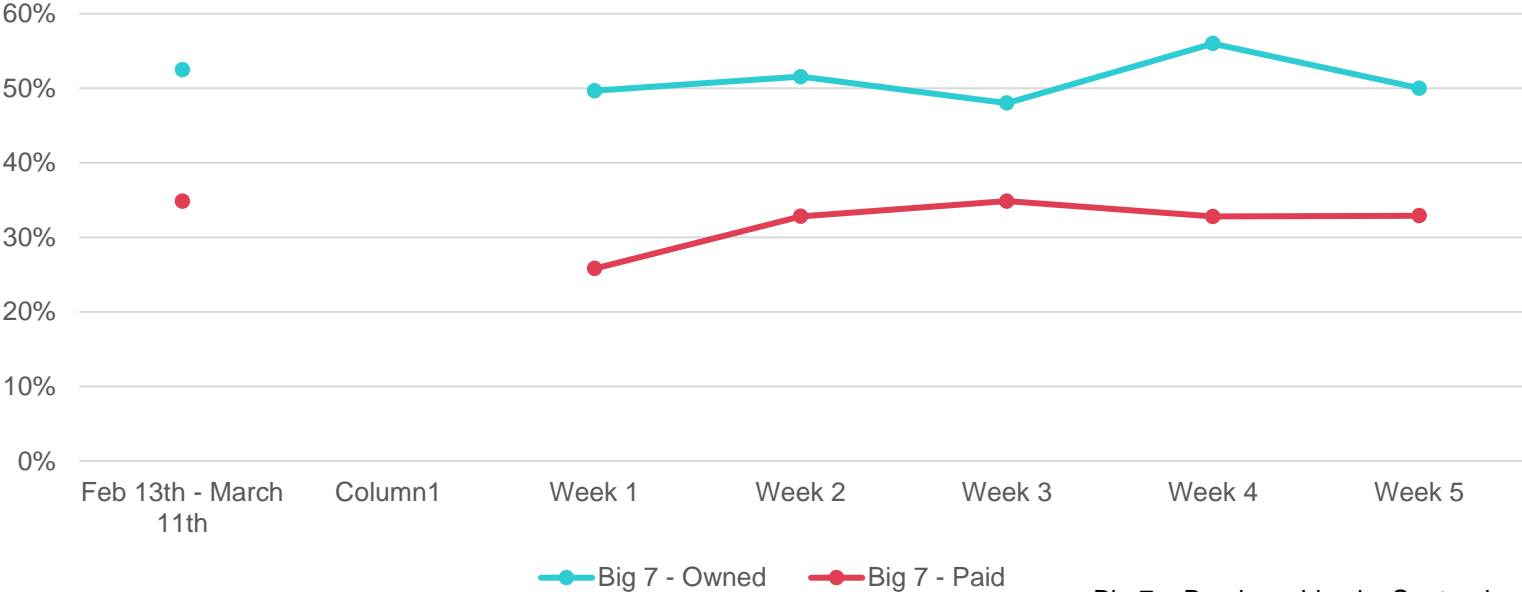
FinTechs = Atom, Monese, Monzo, Starling, Tandem

Source: MESH Experience Retail Banking Study
 Week 5 base: Total n= 509
 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



The Big 7 banks have maintained levels of advertising and owned communications...

Big 7 Experience Reach – Paid and Owned



Big 7 = Barclays, Lloyds, Santander, HSBC, Halifax, Nationwide, NatWest

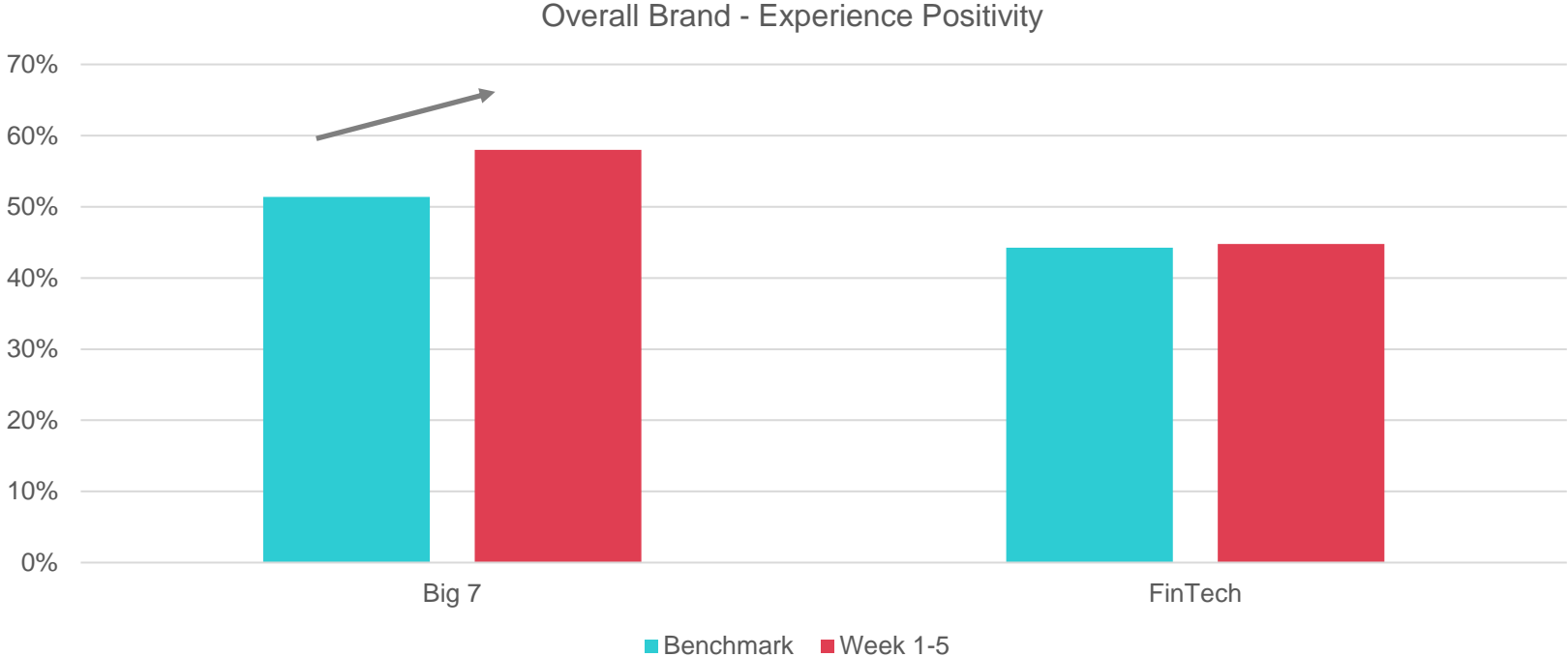
Source: MESH Experience Retail Banking Study

Week 5 base: Total n= 509

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



...and the big 7 have increased the quality of their experiences whilst Fintechs stay relatively stable



Source: MESH Experience Retail Banking Study
Base: Big 7: Benchmark n=1,226 Week 1-5 n= 1,619 | FinTech: Benchmark n=61 Week 1-5 n=96
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





MESH Experience
Coronavirus & Retail Banking
17.04.2020