

Boring Money Insights – Consumer Syndicate 2018

Join us in a syndicate for customer research with corresponding marketing, social media and content learnings and actions

The Objective:

Last year, Boring Money conducted research into five of its Money Tribes, seeking to understand the financial landscape of segments at differing stages of their lives and identifying the messages and themes which are most likely to resonate and engage. Last year was about understanding what needs to be done at a high level to engage specific audiences and encourage them to move their money from cash.

In 2018, we're taking this understanding to the next level and will tackle the Questions of Investing step by step, just as a potential investor would. The Why's, How's, What's and Who's. Taking a more in-depth look at the specific themes and what consumers want to see at each stage, delving into the perceptions, expectations and needs of Savers on the brink of investing as well as the experiences of Investors in taking that first step and what they look for now when making an investment decision.

Using a combination of nationally representative quantitative data and quarterly focus groups (1 x Savers, 1 x Investors), this research will explore some of the key decisions to be considered when investing – be it for the first time or on an ongoing basis. And what types of messages and content succeed in supporting consumers' decision-making. Who in the industry is doing it right? In each of the focus groups there will be the opportunity for members to test marketing material which seeks to support and answer.

The format for 2018:

Q1 – WHY SHOULD I INVEST?

Focus: *Barriers, triggers and content that successfully encourages consideration*

Savers: Why are savers saving and why don't they invest?

Investors: What are the trigger points that made investors start? What encourages them to continue?

What are the questions that need to be answered for both audiences in order to invest?

Q2 – HOW DO I INVEST?

Focus: *Consumer journeys, service options and the comms that successfully sell each*

Savers: Perceptions of how it might actually work in practice? How accurate are their perceptions? And do they expect to go it alone or do they want advice?

Investors: How have they done it? What do they like /dislike about the process? How did they decide between advice and non-advice

What are the consumer journeys that appeal most to each audience – are some elements more appealing to others?

Q3 – WHAT DO I INVEST IN?

Focus: *Where does the money go and the content that successfully explains/translates products*

Savers: What does your ideal investment look like? What are you invested in? Where is it? How is it managed? What does it return? How volatile is it? How much do you want to know?

Investors: What are you invested in? How much do you know about it? Do you review your investments and make changes or is it a once in a lifetime decision?

Q4 – WHO SHOULD I INVEST WITH?

Focus: *Brand awareness, perceptions and the imagery, messaging and content which aligns with consumer needs*

Savers: What do first-timers need in a provider? Is there a natural next step? Who is in a good position to capture this audience and why?

Investors: Where did you start and how long did you stay? Do you ever review your provider? Have they lived up to expectations? What has been positive/negative about your experiences?

These pieces of research will produce a granular understanding surrounding the barriers, expectations and experiences of those either side of the 'investment fence'. In doing so, the research will identify the type of messages and more detailed content that are most likely to get cut through.

This is very practical research which isn't just a bunch of pie charts – the learnings translate into actionable outcomes when it comes to communications, PR and marketing.

Research method (per quarter):

- Quantitative data from a nationally representative sample of savers and investors
- 2 qualitative focus groups (1 x savers, 1 x investors)
- Each focus group will include a comprehensive exploration of the tribe's attitudes, behaviours, questions towards and experiences of investing as well as an analysis of industry-produced communications and messaging

Deliverables:

- Presentation of insights at 4 x roundtable events (1 per quarter) with Q&A and discussions between the syndicate
- Full written report x 4 (1 per quarter) (including verbatim quotes)
- Insights which can be picked up and used for PR and content

Total Cost:

£7,800 + VAT – to be invoiced in quarterly instalment of £1,950

You will be charged quarterly on receipt of report.

Members of the syndicate also get a 15% discount off our flagship consumer conference in Sep 2018.