#392Rookies

Recipe for Success

Team Awesome Sauce
December 17, 2018

Making GECU a dream come true

How can we attract Northern Kentuckians to GE Credit Union?

Client: Carolyn Davis (Marketing Manager at GE Credit Union)

Marketing Problem: How can we attract Northern Kentuckians to GE Credit Union (i.e., what speaks to them)?

Research questions:

1. *What do Northern Kentuckians care most about when it comes to their finances?*
2. *How do we educate those who may not be familiar with credit unions?*
3. *What community or outreach involvement should we look in to being apart of to attract members?*
4. *What features about the credit union appeal to them most?*
5. *What are they most interested in when it comes to their financial institution?*
6. *How can we position our products to relate to their wants and goals?*

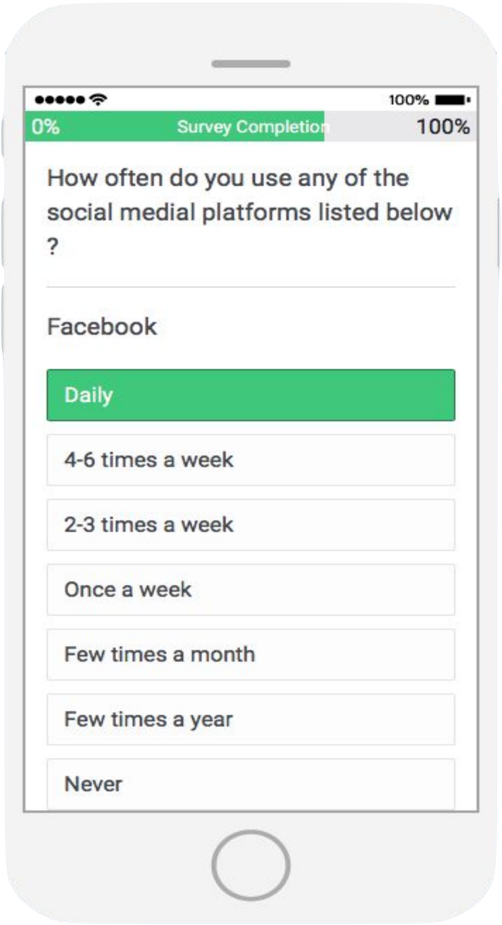
Methodology

1. *Results based on direct, undisguised, structured, and human observations of 33 #392rookies (67% female) in their classroom at 10:00 am and then at 2:00 pm on Tuesday, November 20, 2018.*
2. *Results based on experience interviews (N = 24, M_{AGE} = 28) with 8 prospective customers from Generation Z (50% female, M_{AGE} = 17), 8 from Millennial generation (50% female, M_{AGE} = 24), and 8 from Generation X (50% female, M_{AGE} = 43) on November 22 through 24, 2018.*
3. *Results based on a sample survey (N - 600, 61% female, 26 years old) conducted between December 4 and December 10, 2018. Frequency analysis across generations conducted in Excel. Analysis and reporting done by Dr. David Raska.*

Observations

Interviews

Sample Survey



Demographic Profile of Analyzed Segments

Generation Z

- Ages of 3-21 years old
- Highest level of education is somewhere in college
- The portion of the population that is over 15 years old work mostly part time jobs. The older bracket of this generation (20 to 21) might work full time.
- Single
- No children
- Income is about $20,000
- Race of Caucasian, African American, Asian American, etc.
- May be looking to attend NKU in the future!
- Male dominant generation

Younger Millennials

- Ages 19-27
- Most educated generation. Most have a college degree
- Single
- No children.
- Income of $24,973.
- Race of African American, Caucasian, Asian American, etc.
- Very diverse generation
- Students at NKU and some #392rookies
- Most are male

Older Millennials

- Ages 27-34 years old.
- Typically receive college degree, but increasing number obtain through online means.
- Getting married later in life than earlier generations.
- Few have 1-2 children
- Income of about $40,000 to 45,000
- Mostly Caucasian, African American
- Full time job
- Grad students and Alumni of NKU
- Male dominant

Generation X

- Ages 35-53
- High school completed, some completed college
- Income roughly $50,400
- Caucasian, African American, Asian American, etc.
- Full time career
- 2-3 children
- Married
- Proud NKU Alumni
- Mostly women

Banking Behaviors of Four Generations

Generation Z

- *85% have a checking account*
- *Top 3 Banks Used: Fifth Third, Chase, and Other.*
- *4% current bank 5 years or less*
- *13% do in-person banking 1 or more times a week*
- *8% use ATMs 1 or more times a week*
- *54% use online services 1 or more times a week*
- *71% use mobile app 1 or more times a week*
- *46% said they were very satisfied with their bank*
- *They like how there bank is close to home and receives money fast.*
- *They would like higher interest for saving accounts*

Younger Millennials

- *98% have a checking account*
- *Top 3 Banks Used: Fifth Third, Chase, and Other.*
- *7% current bank 5 years or less*
- *10% do in-person banking 1 or more times a week*
- *15% use ATMs 1 or more times a week*
- *68% use online services 1 or more times a week*
- *88% use mobile app 1 or more times a week*
- *54% said they were very satisfied with their bank*
- *They like the customer service and the services offered.*
- *Would change the price of late fees.*

Older Millennials

- *100% have a checking account*
- *Top 3 Banks Used: Fifth Third, BB&T, Other*
- *27% current bank 5 years or less*
- *12% do in-person banking 1 or more times a week*
- *17% use ATMs 1 or more times a week*
- *73% use online services 1 or more times a week*
- *82% use mobile app 1 or more times a week*
- *50% said they were very satisfied with their bank*
- *They like the customer service and location.*
- *They would like later hours and more ATM locations*

Generation X

- *99% have a checking account*
- *Top 3 Banks Used: Fifth Third, BB&T, Other*
- *56% current bank 5 years or less*
- *17% do in-person banking 1 or more times a week*
- *27% use ATMs 1 or more times a week*
- *70% use online services 1 or more times a week*
- *70% use mobile app 1 or more times a week*
- *48% said they were very satisfied with their bank*
- *They like the customer service.*
- *Many said they wouldn't change anything.*

Insights on Credit Unions of the Four Generations

Generation Z

- *67% Have heard about GECU before*
- *16.7% Have never heard about GECU before*
- *Top 3 credit unions: Kemba Credit Union, Commonwealth Credit Union, L&N Credit Union*
- *Top insights regarding credit unions: Great customer service, bank adopted from parents.*
- *"looking for a friendly and welcoming bank to introduce into the financial world."*

Younger Millennials

- *46.8% Have heard about GECU before*
- *38.8% Have never heard about GECU before*
- *Top 3 credit unions: Navy Federal Credit Union, CinFed Credit Union, and L&N Credit Union*
- *Top insights regarding credit unions: Low interest rates, Small banks, Friendly customer service, student loans.*

"Looking for a bank that helps with my student loans and helps me understand them."

Older Millennials

- *47.2% Have heard about of GECU before*
- *42.8% Have never heard about GECU before*
- *Top 3 credit unions: America First Credit Union, Navy Federal Credit Union, Kemba Credit Union*
- *Top insights regarding credit unions: Do loans, low interest rates, Low fees.*
- *Looking for a bank that can help me save money for retirement."*

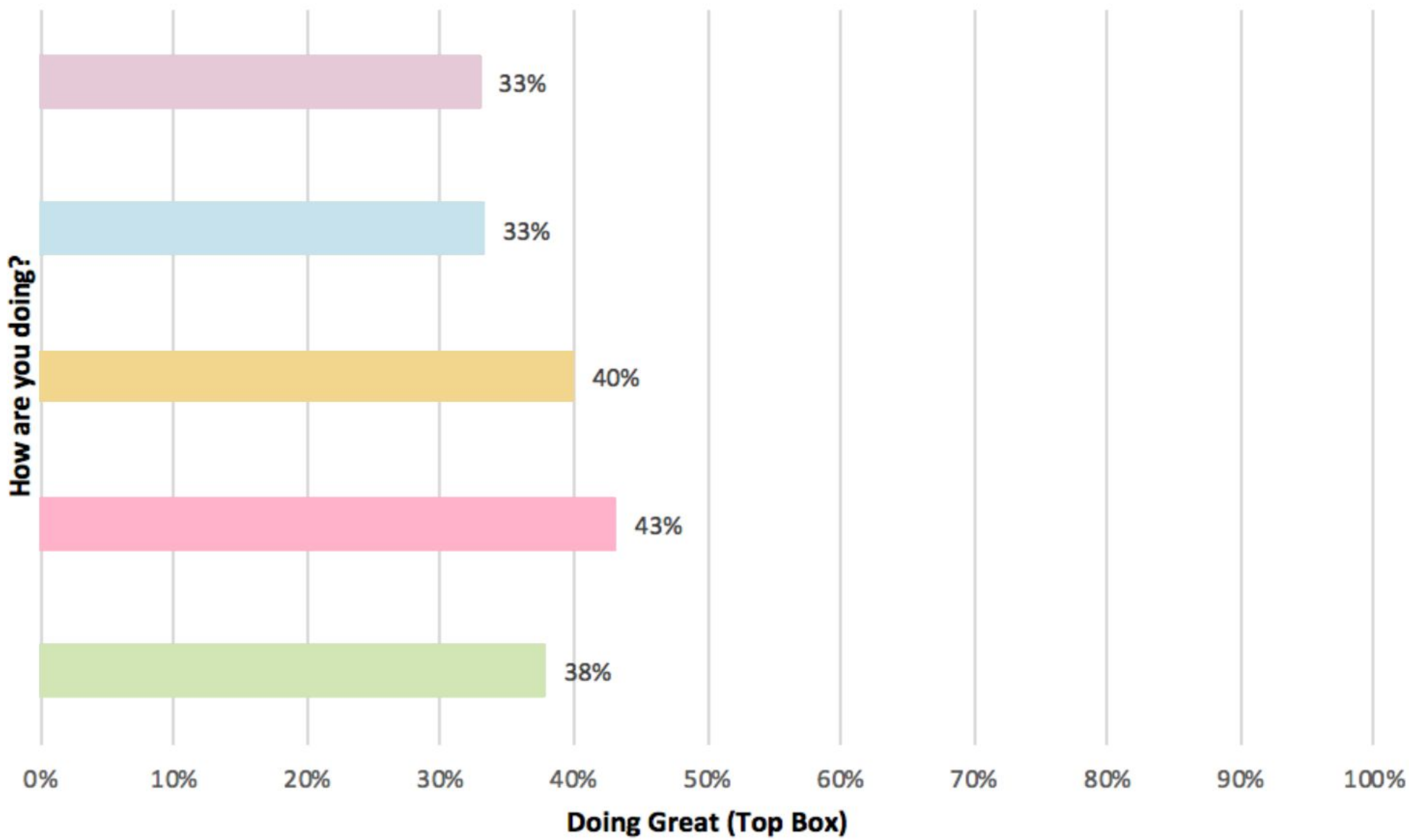
Generation X

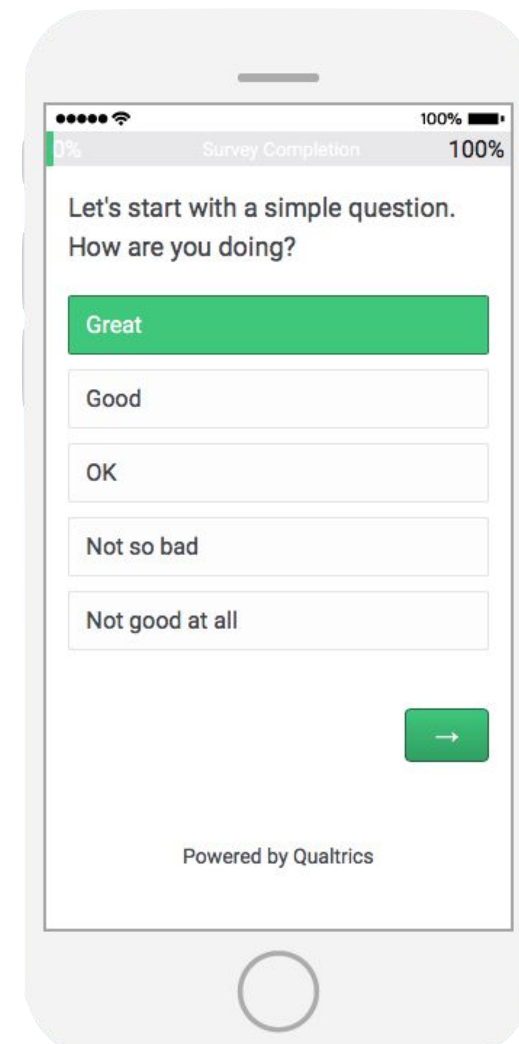
- *33.7% Have heard about of GECU before*
- *58.6% Have never heard about GECU before*
- *Top 3 credit unions: Kemba Credit Union, L&N Credit Union*
- *Top insights regarding credit unions: Don't know much about them, Low interest rates.*
- *"Looking for a bank that can help me start saving for retirement."*

How are our potential clients feeling during the survey?

When asked how are you doing today 43% of of the Gen X said they are going great, while only 33% of Millennials Y said they were doing great. An overall of 33% of the total (n=944) reported saying they're feeling great.

- Gen Z (n=48)
- Younger Millennials (n=412)
- Older Millennials (n=180)
- Gen X (n=169)
- Total (n=944)





Methodology: *Results based on a sample survey (N - 944, 67% female average 32 years old,) conducted between December 4 and December 10, 2018. Frequency analysis across generations conducted in Excel. Analysis and reporting done by James Brown.*

Which bank does our potential clients use?

Our potential clients use a wide variety of different banks with 25% of Gen Xers using Fifth Third and 24% of Millennial Y's using them as well. Surprisingly, 37% of our total potential clients selected other for the bank they use.

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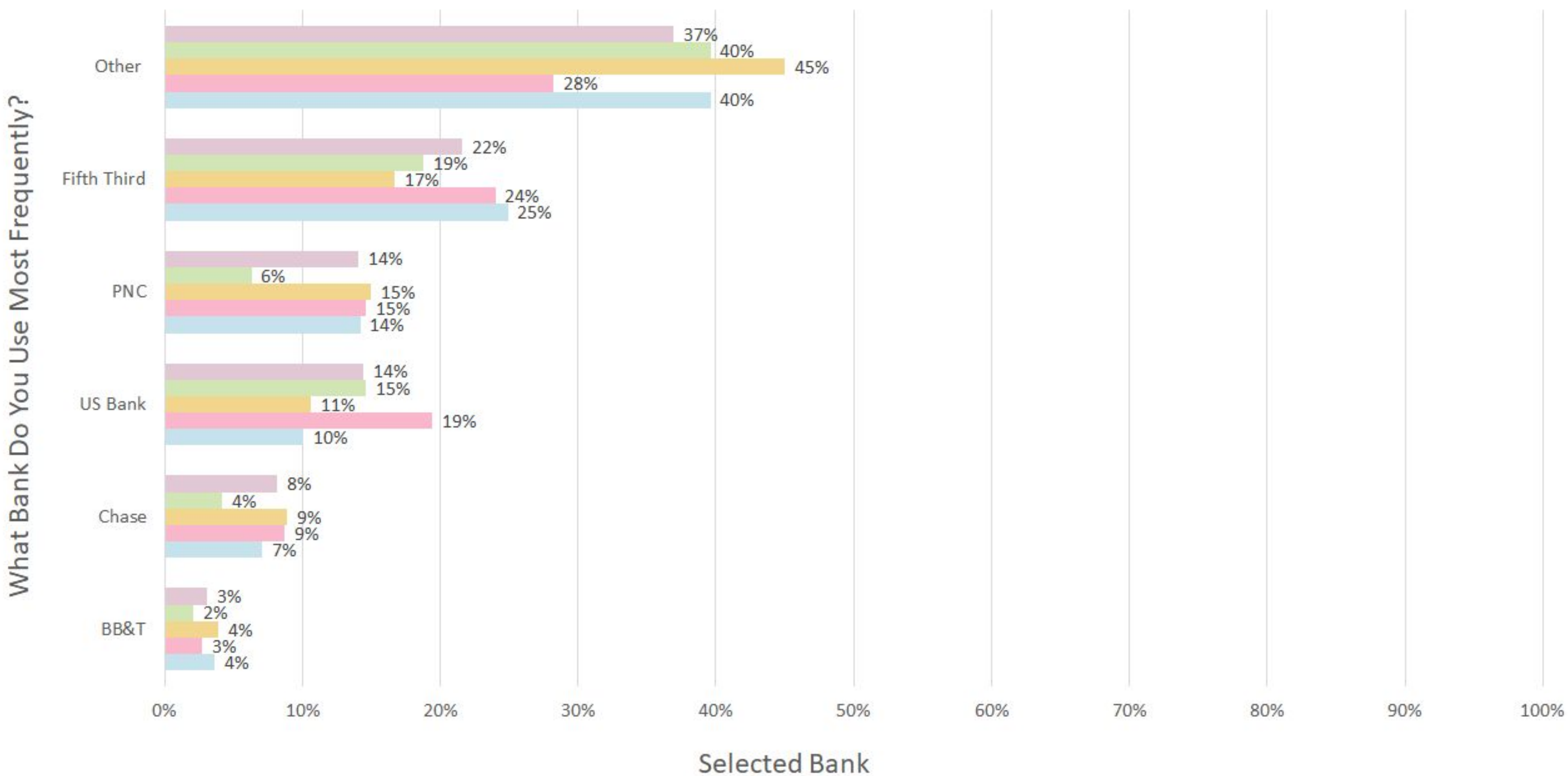

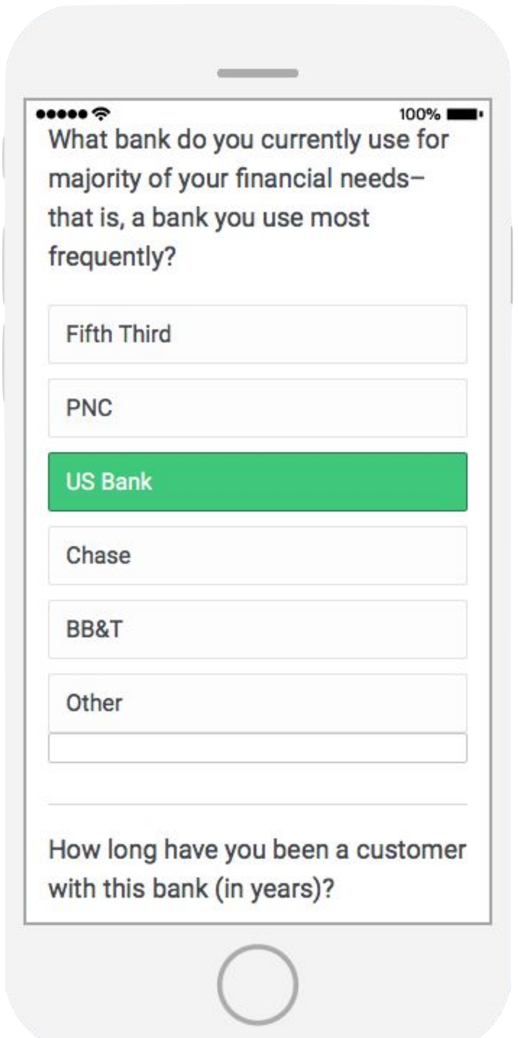

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How often do you use the mobile app for your bank?

Millennials (older-82%, younger-88%) have the tendency to use a banks mobile app more than any other generation. An overall total of 78% (n=944) of all generations said they use the mobile app once a week or more.

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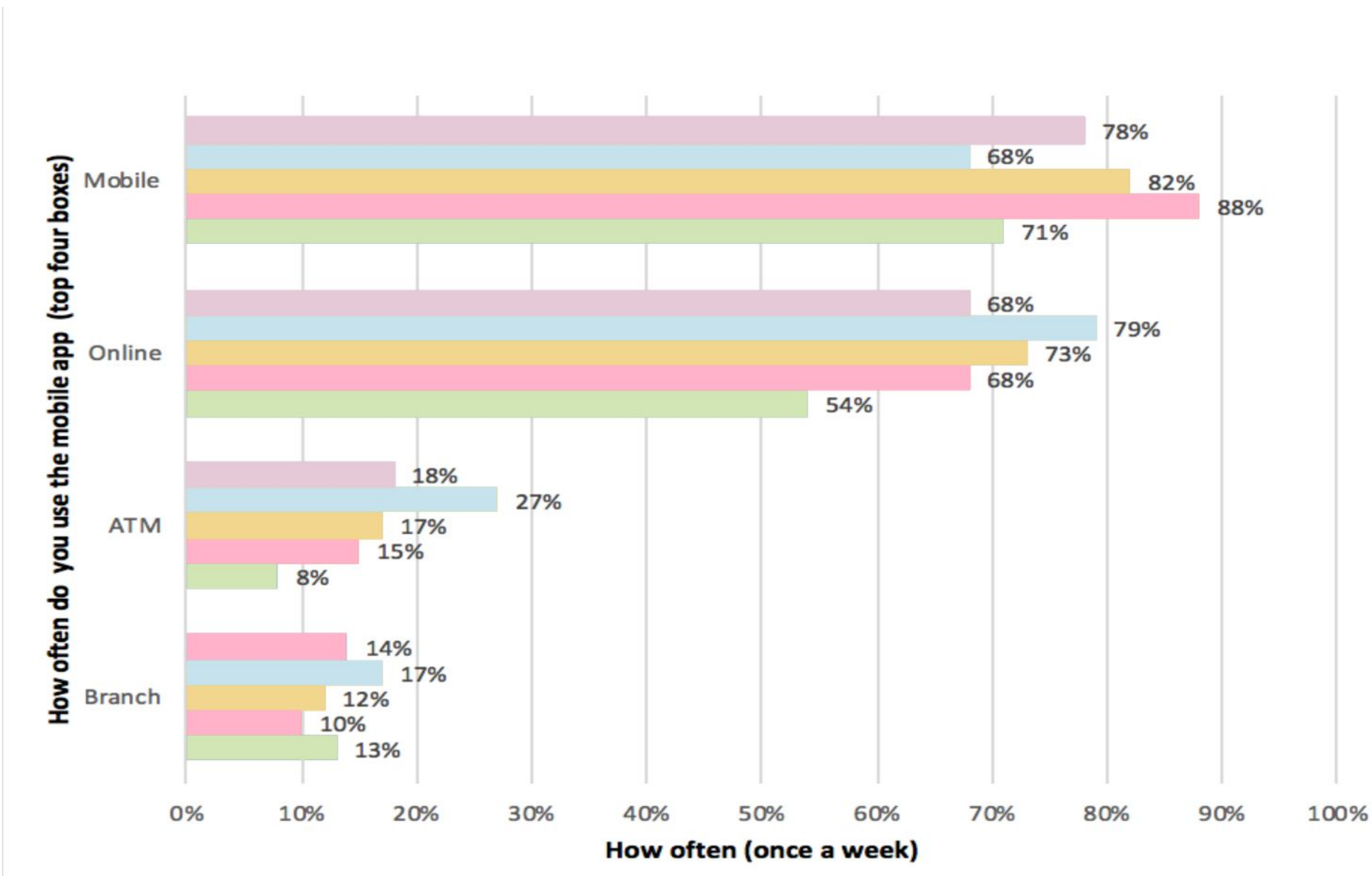

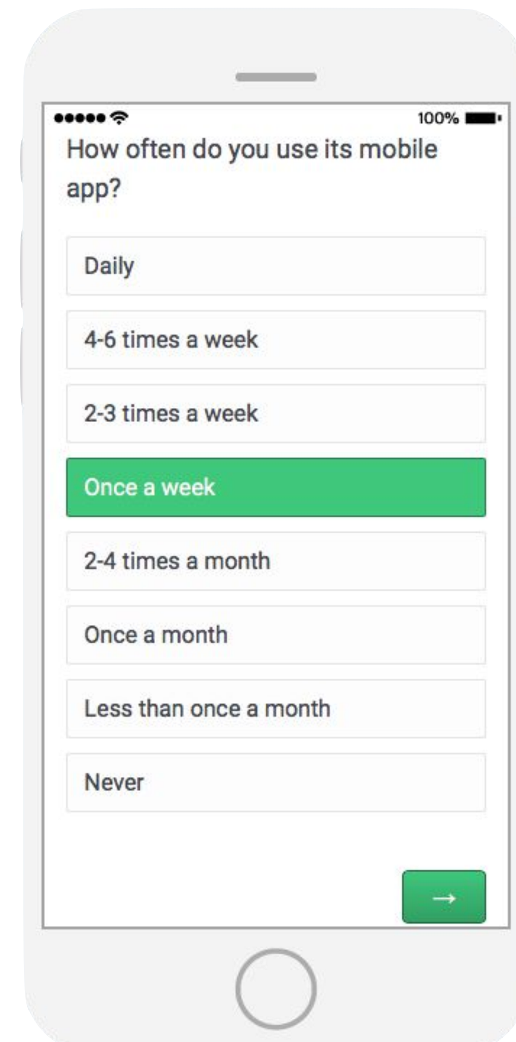

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How happy are customers with their current banks?

GECU has great potential to make lifetime connections with customers that are just starting their financial lives. In the Young Millennials demographic alone there are 222 respondents who were not "very satisfied".

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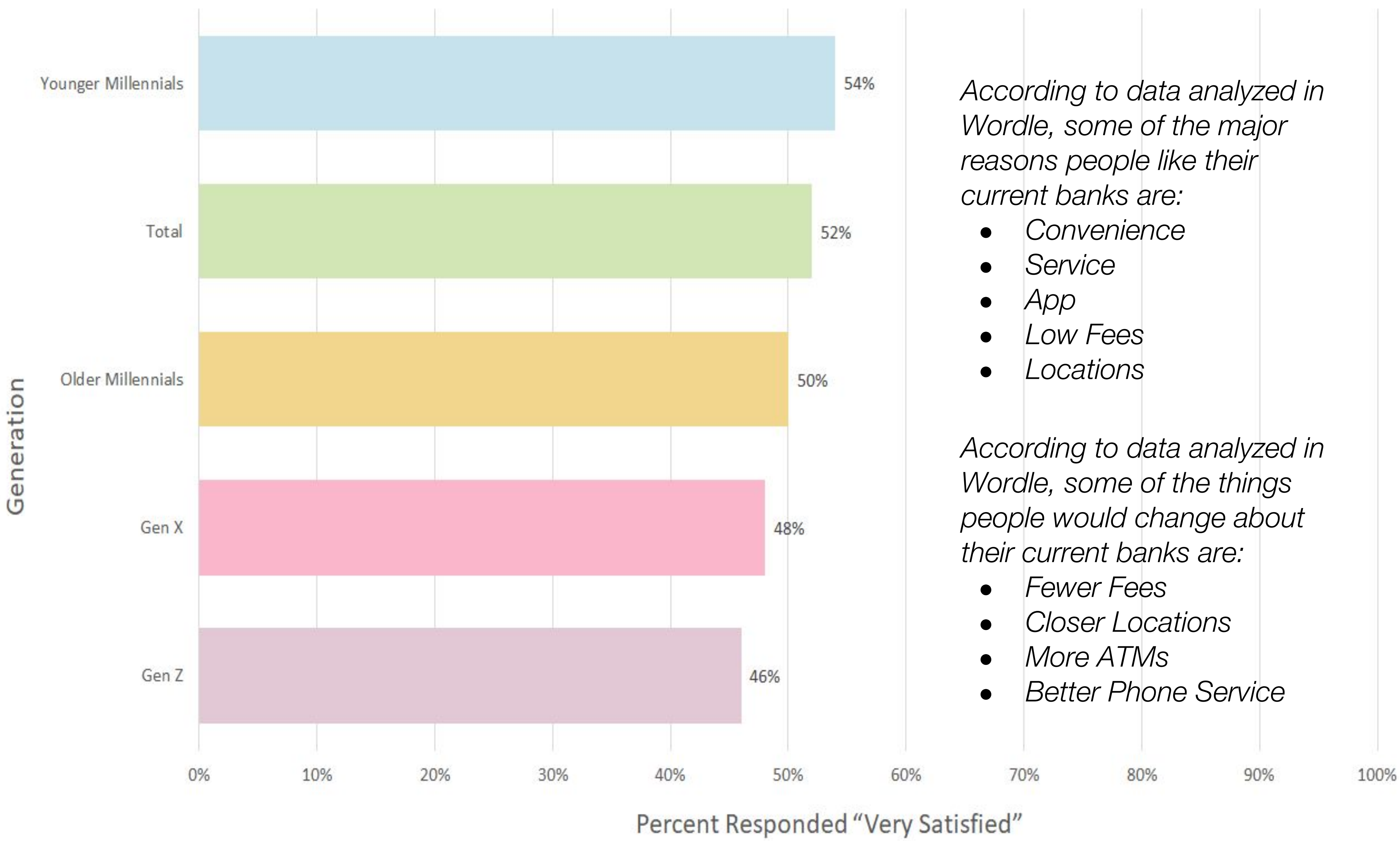
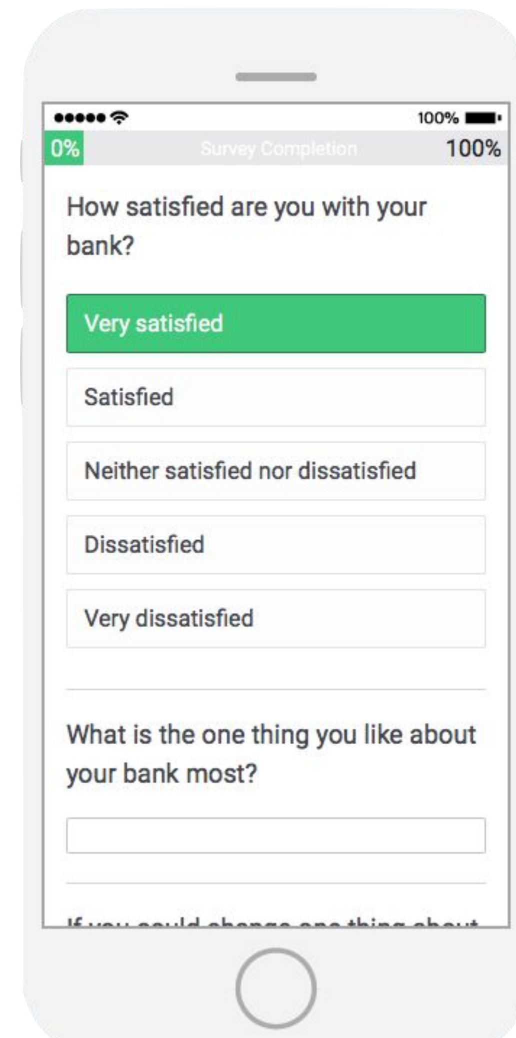


According to data analyzed in Wordle, some of the major reasons people like their current banks are:

- *Convenience*
- *Service*
- *App*
- *Low Fees*
- *Locations*

According to data analyzed in Wordle, some of the things people would change about their current banks are:

- *Fewer Fees*
- *Closer Locations*
- *More ATMs*
- *Better Phone Service*



***Methodology:** Results based on a sample survey (N - 944, 67% female, average 32 years old) conducted between December 4 and December 10, 2018. Frequency analysis across generations conducted in Excel. Analysis and reporting done by Adam Clements*

What do our respondents know about Credit Unions?

Based on the data provided, Gen Z and Younger Millennials lack even a basic knowledge of what a credit union offers, which provides GECU a basic framework for their early efforts in Highland Heights. A great starting point would be to increase awareness about the membership requirements, with only 35% of Gen Z and 33% of young millennials knowing that GECU provides memberships free of charge.

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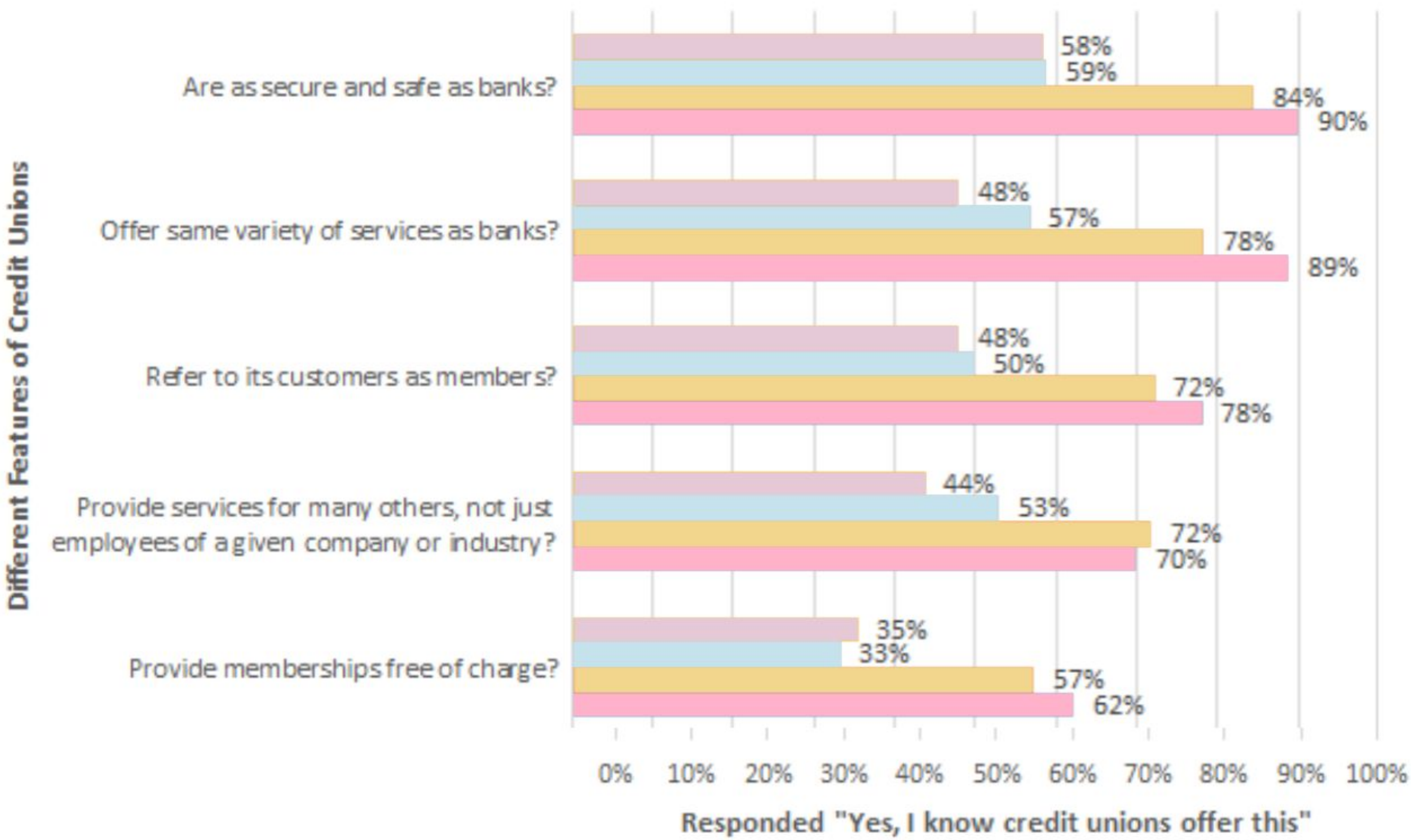

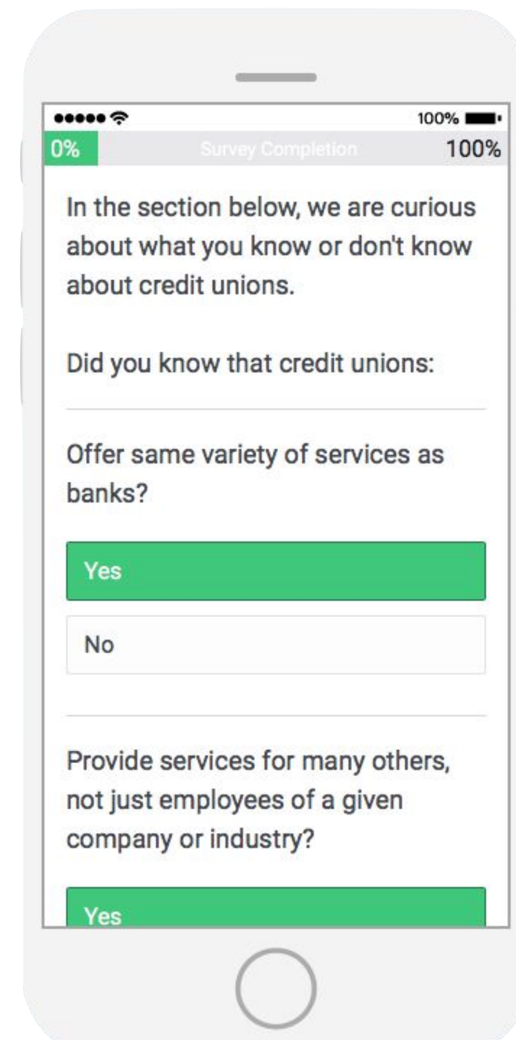

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What do our respondents know about Credit Unions? (Cont.)

Again, for the groups of Gen Z, as well as Younger and Older Millennials,It appears that they simply aren't aware of most of the perks and benefits of joining a credit union (Less than 50% yes responses for every question but one for all three mentioned demographics). Paired with the previous graph, GECU can utilize this information to understand that there's much work that needs to be done in educating the community on why Credit Unions are great.

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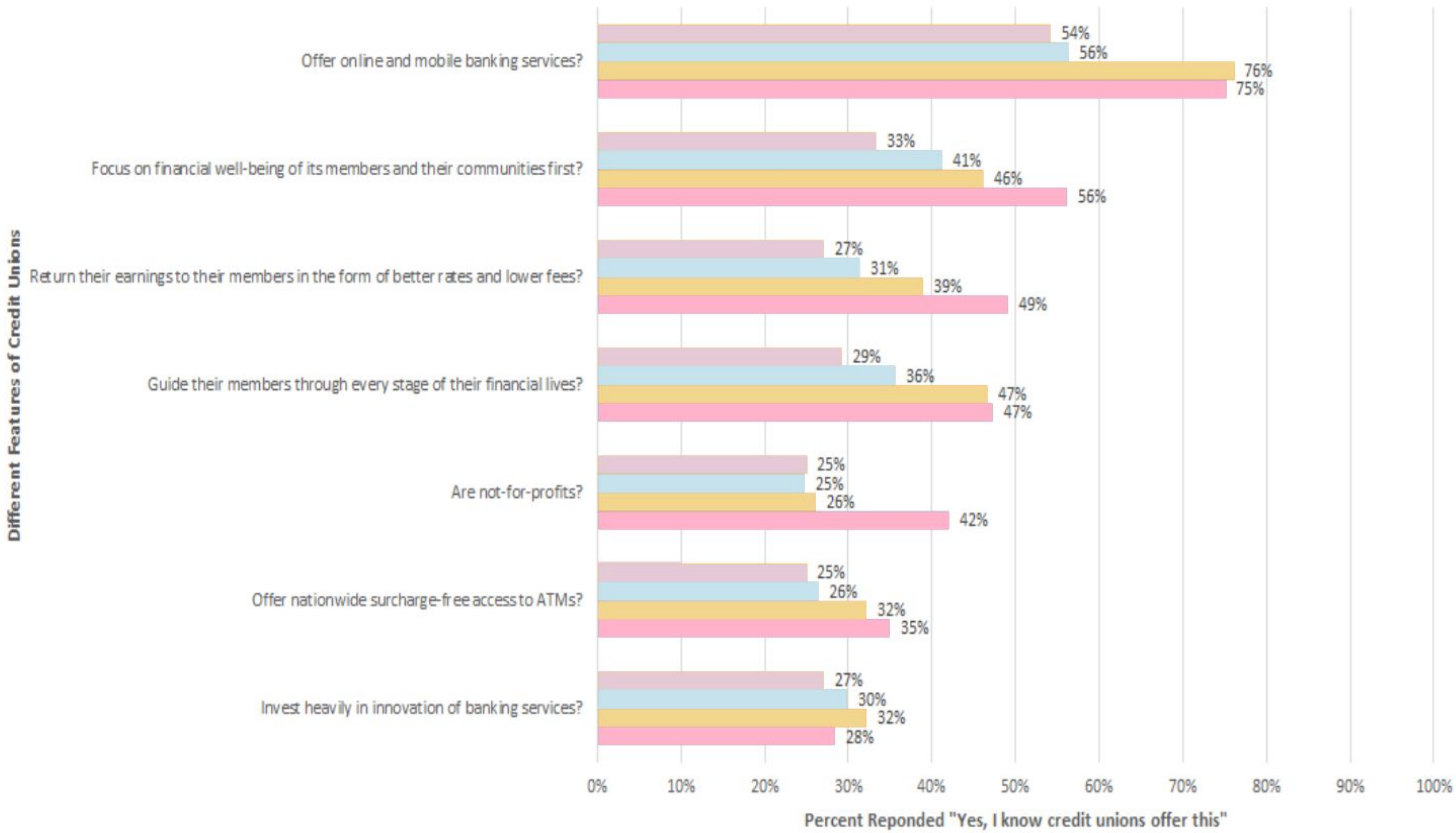

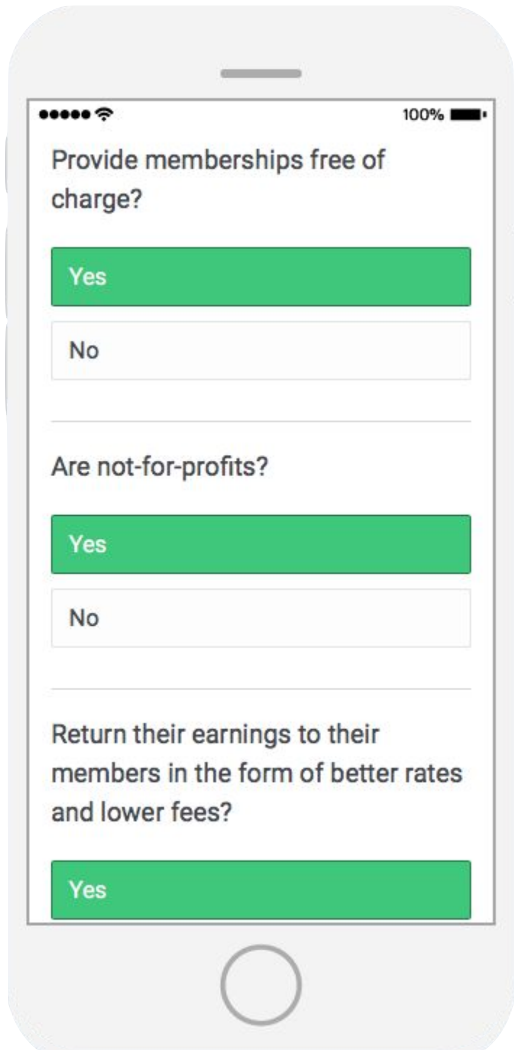

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Five Most Important Credit Union Benefits

The most important benefit is they are as safe and secure as banks with 68% total. 'Secure and safe as banks' benefit was the least important to Gen Z (50%) but the most important to Older Millennials (71%).

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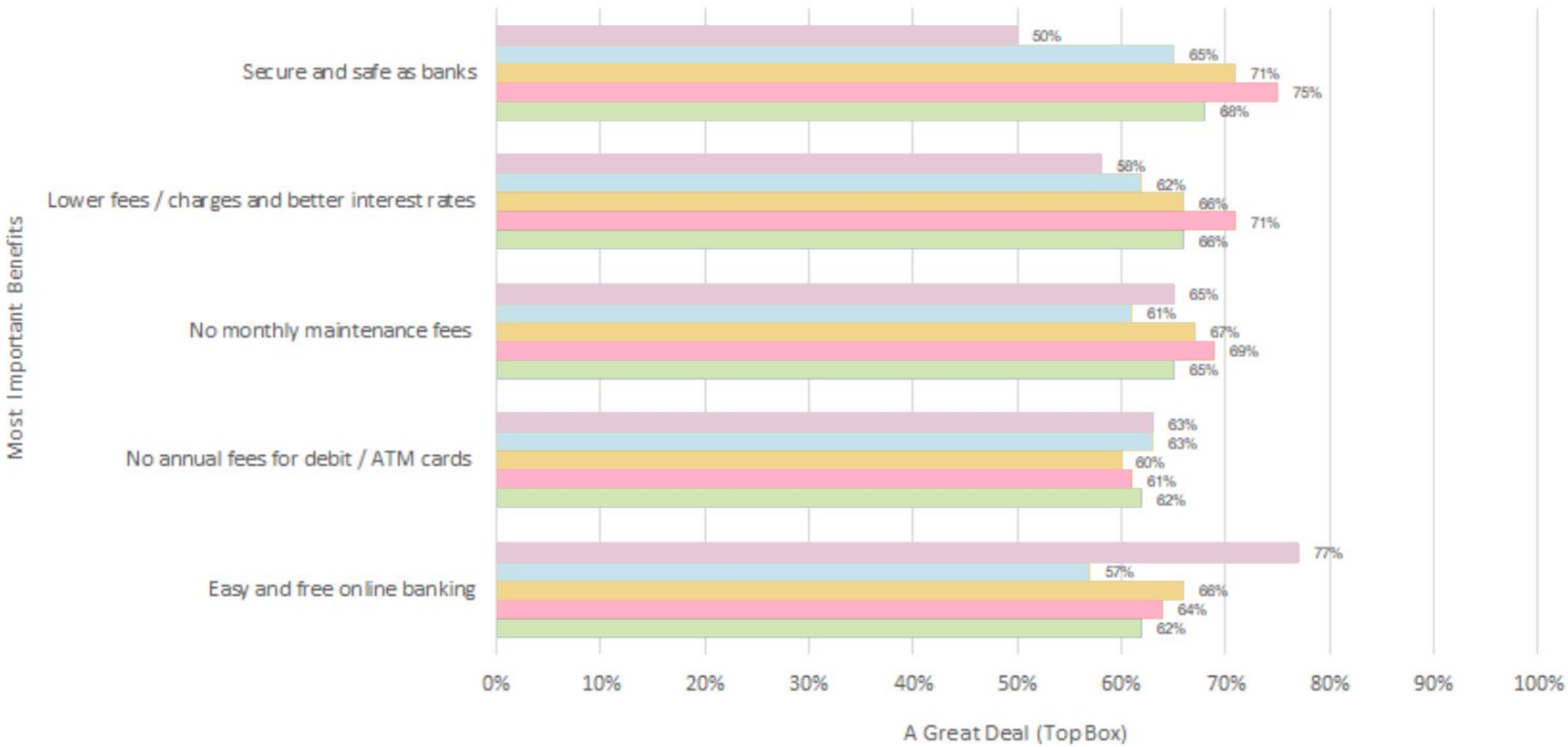

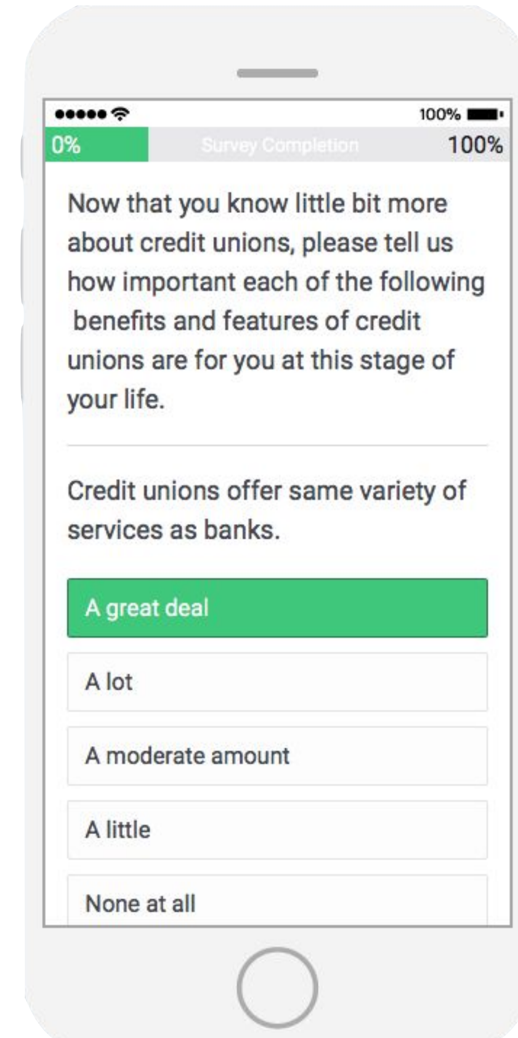

Methodology: *Results based on a sample survey (N - 944,67% female, 32 years old) conducted between December 4 and December 10, 2018. Frequency analysis across generations conducted in Excel. Analysis and reporting done by Kelly Salerno.*

Five Least Important Credit Union Benefits

The least important benefit is that customers are called members with 27% total. Gen Z seemed to care about this benefit the least out of all the generations with only 21%.

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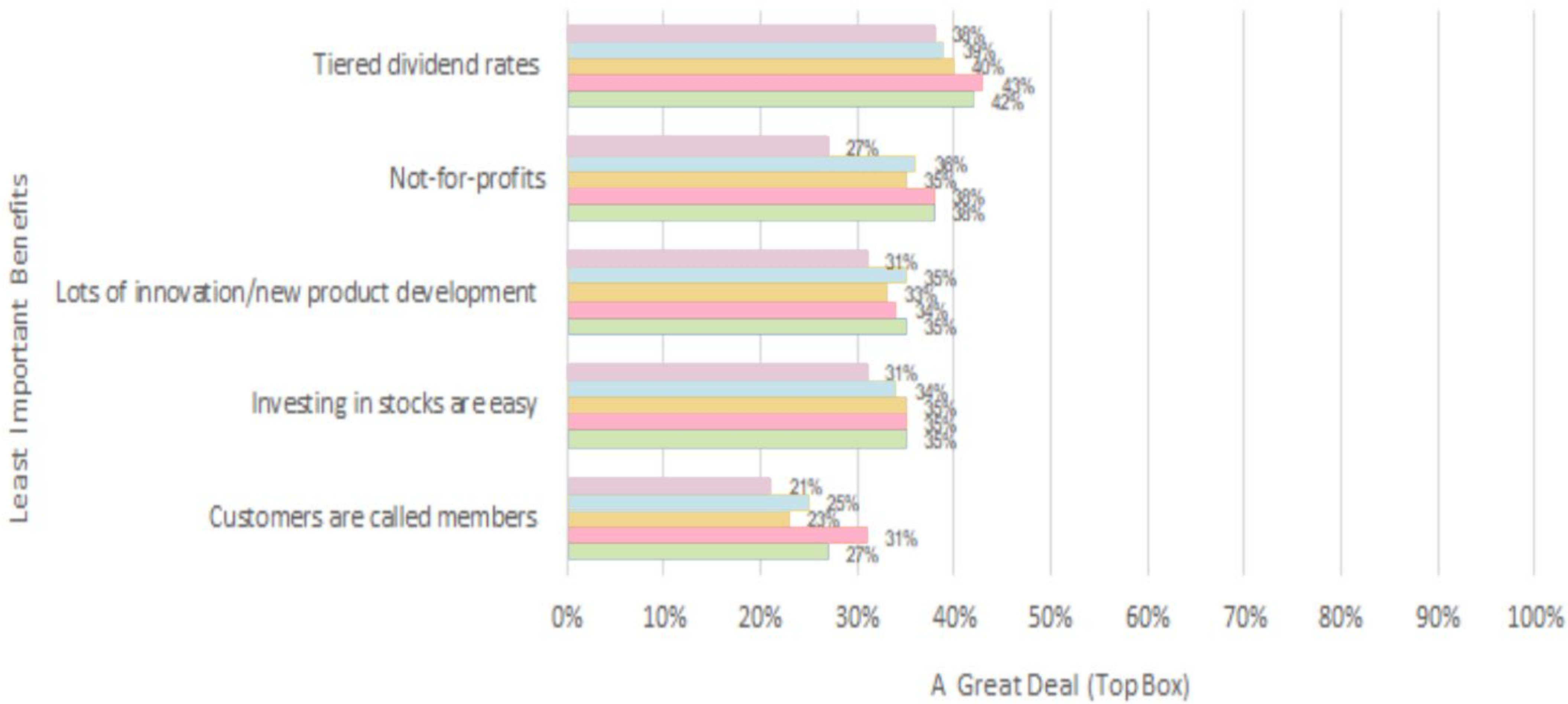

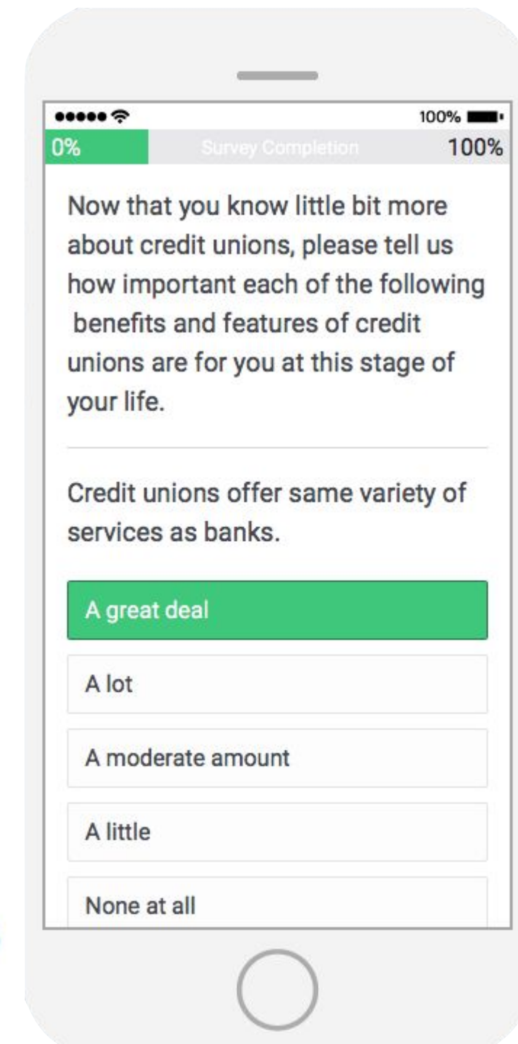

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Most Important Community or Outreach Involvements

The most important community cause/outreach involvement was mental health and social services with 73% total. For Q66, the majority of people who added their own important cause in "Other" box put 2nd Amendment Rights.

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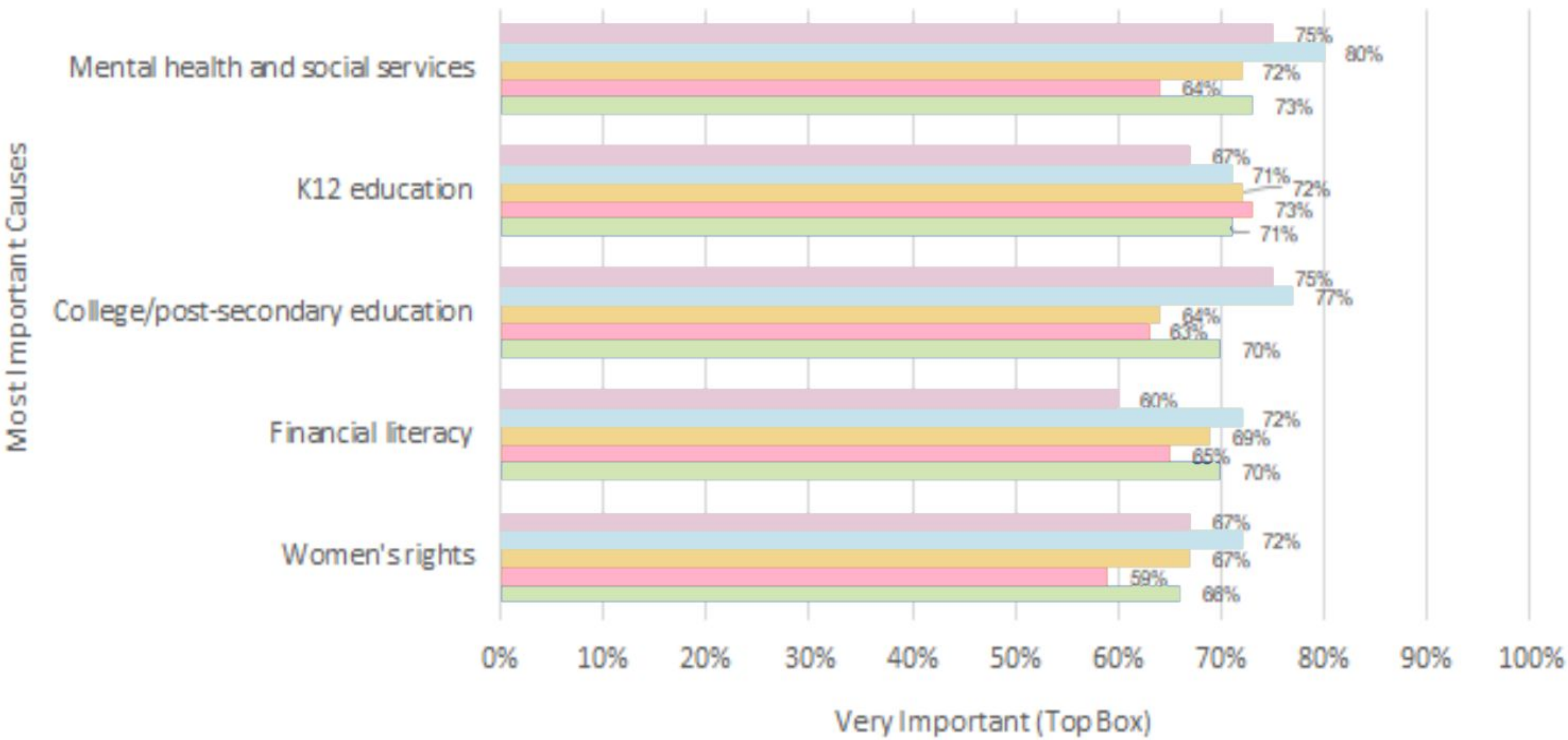

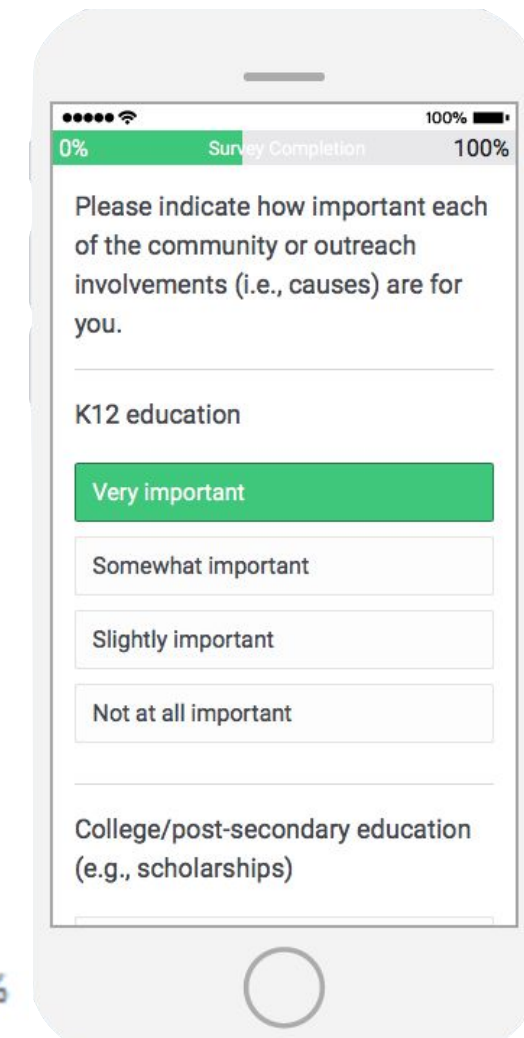

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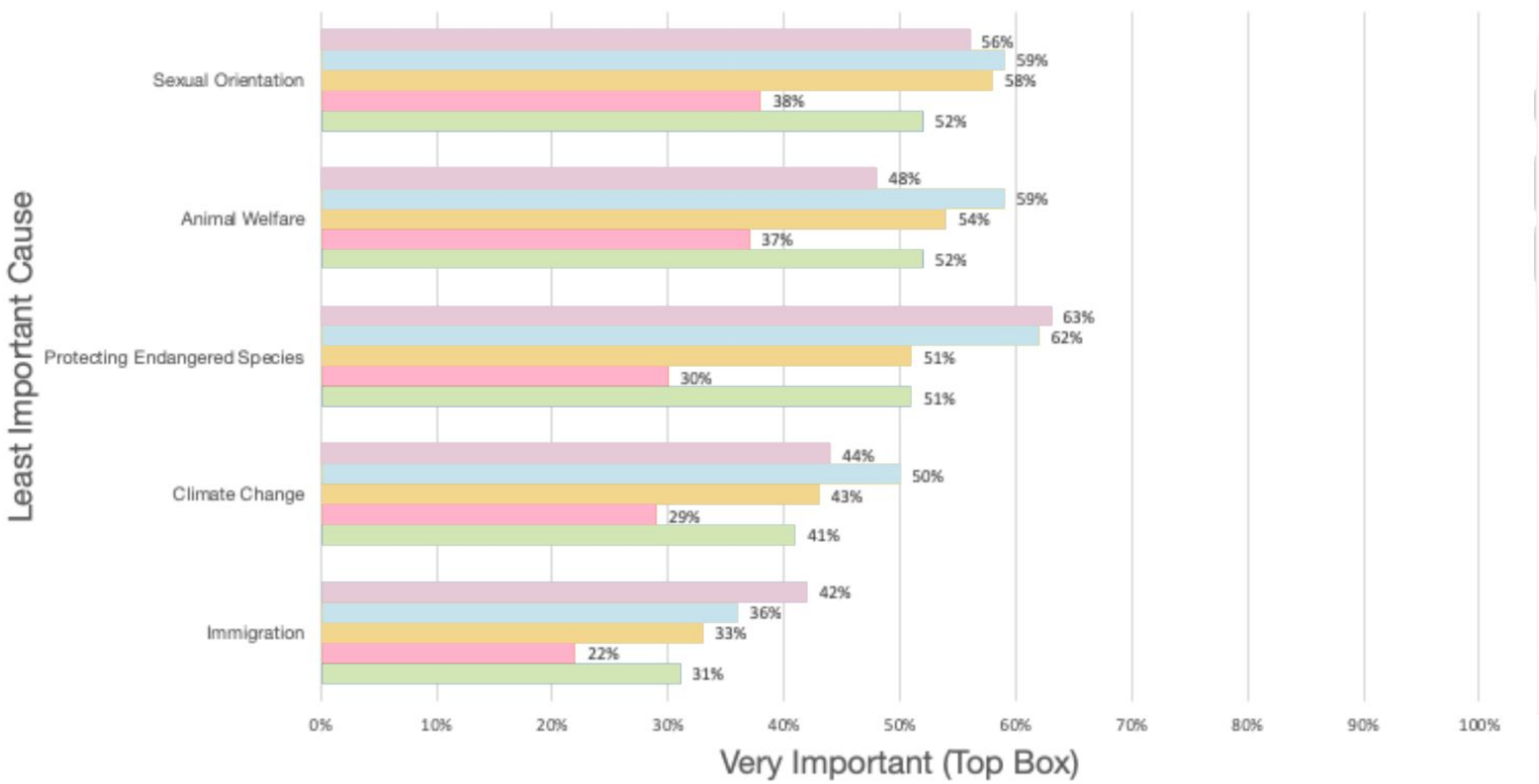
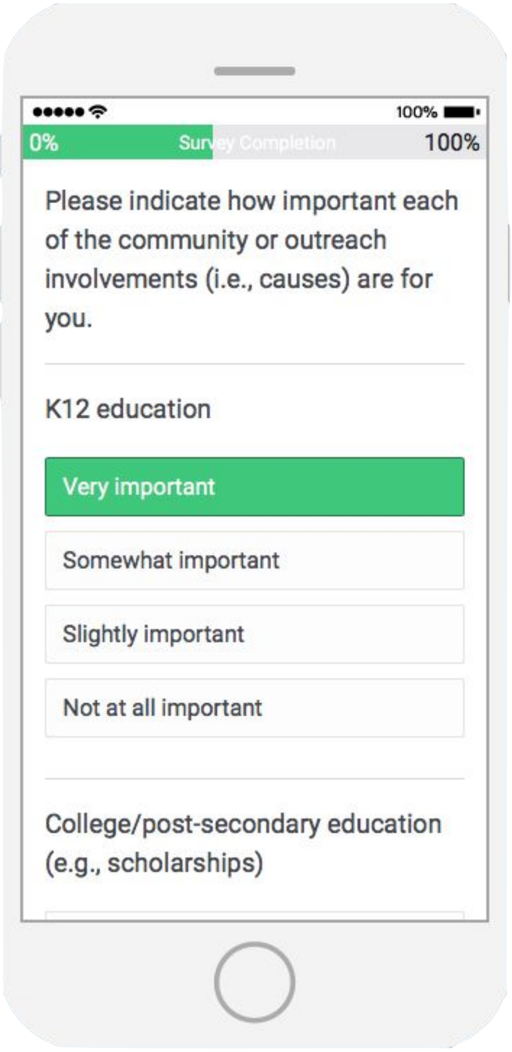
Least Important Community or Outreach Involvements

Looking at the overall total of the sample size the least important cause is Immigration with 31% total. For each generation individually, the least important cause is Immigration as well.





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Preferred Delivery Method of Information

The least preferred method is a one-to-one session at home with 14% total while the most preferred method is information on the website with 84% total. Other methods include app, phone call, and radio.

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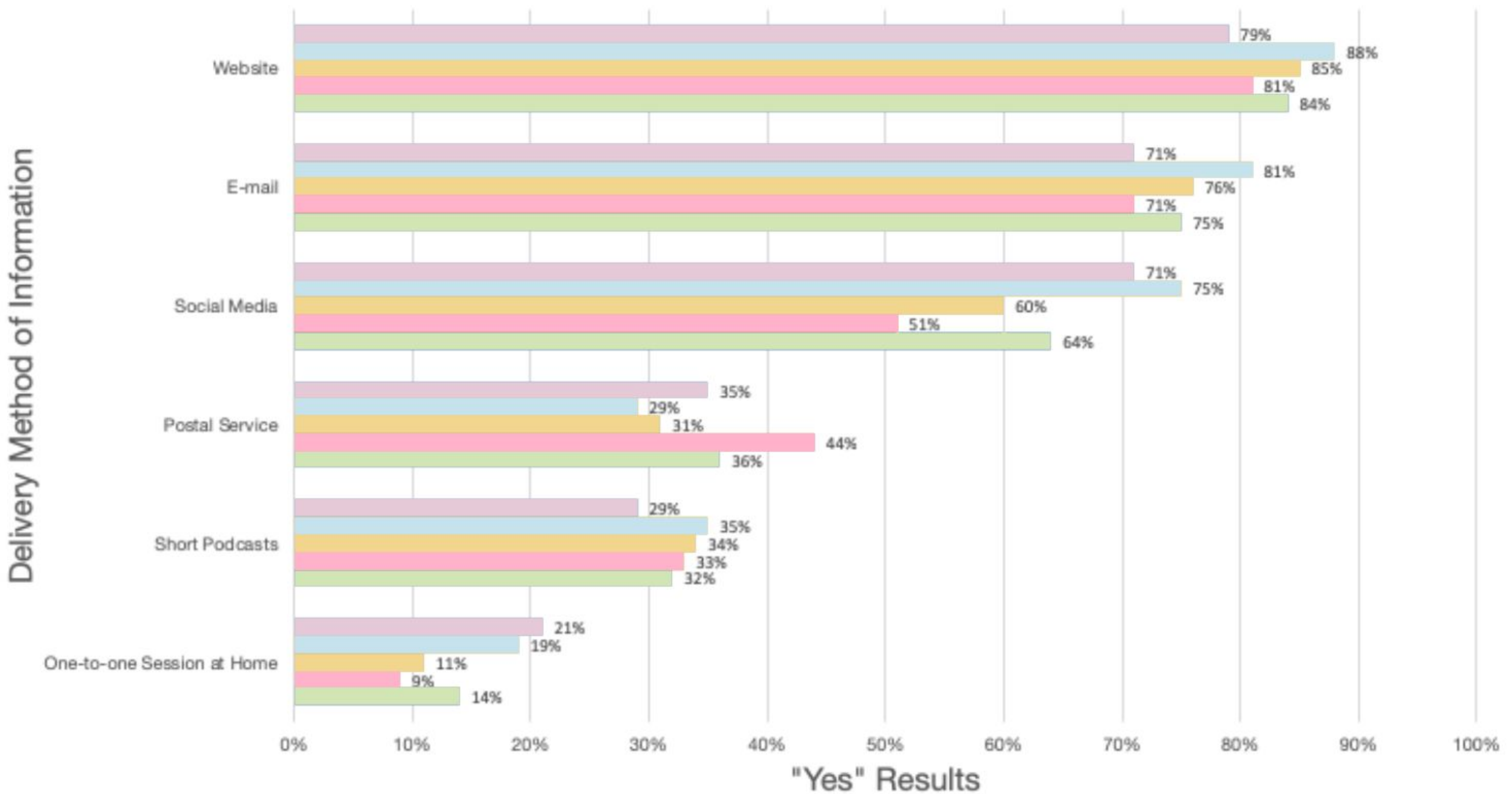

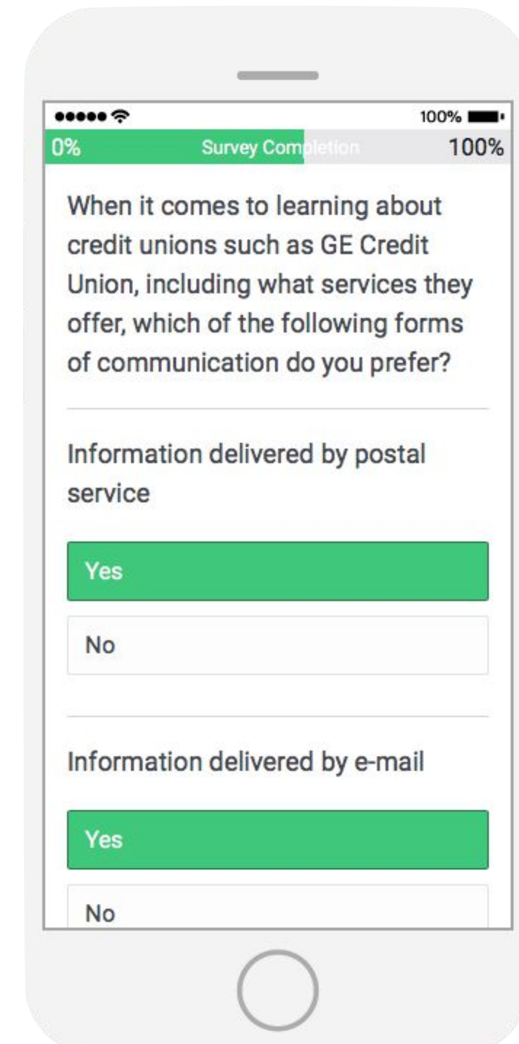

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How Often Do You Use Any of the Social Media Platforms Listed Below?

LinkedIn is used the least used platform with 6% total (in terms of daily use) while Facebook is the most used platform with 75% total. Other social media platforms used include Reddit and Tumblr.

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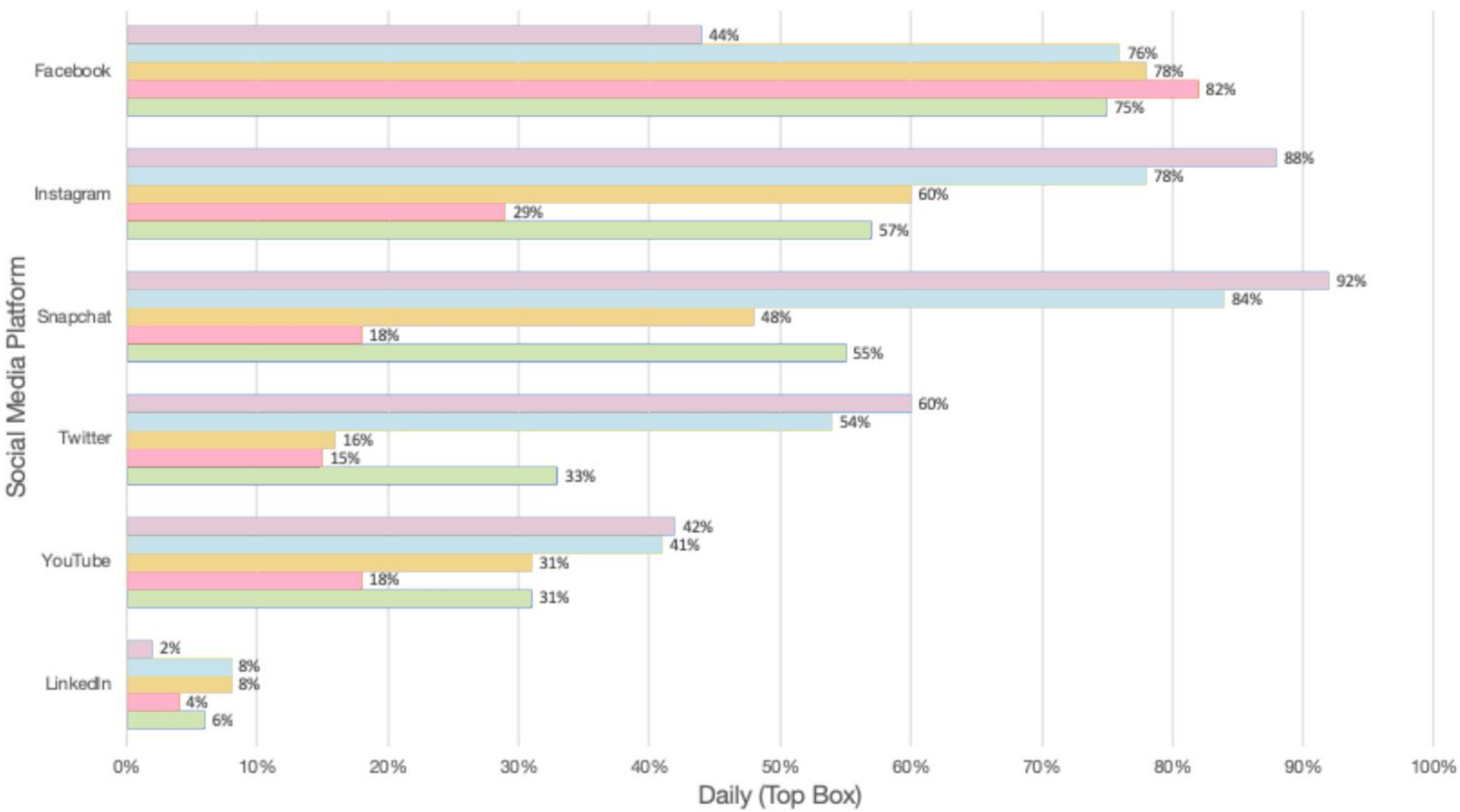

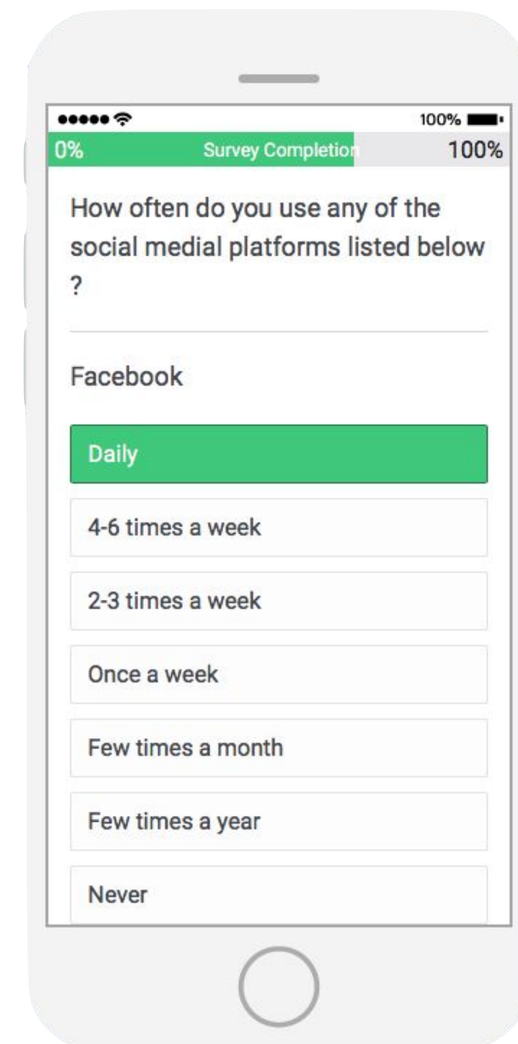

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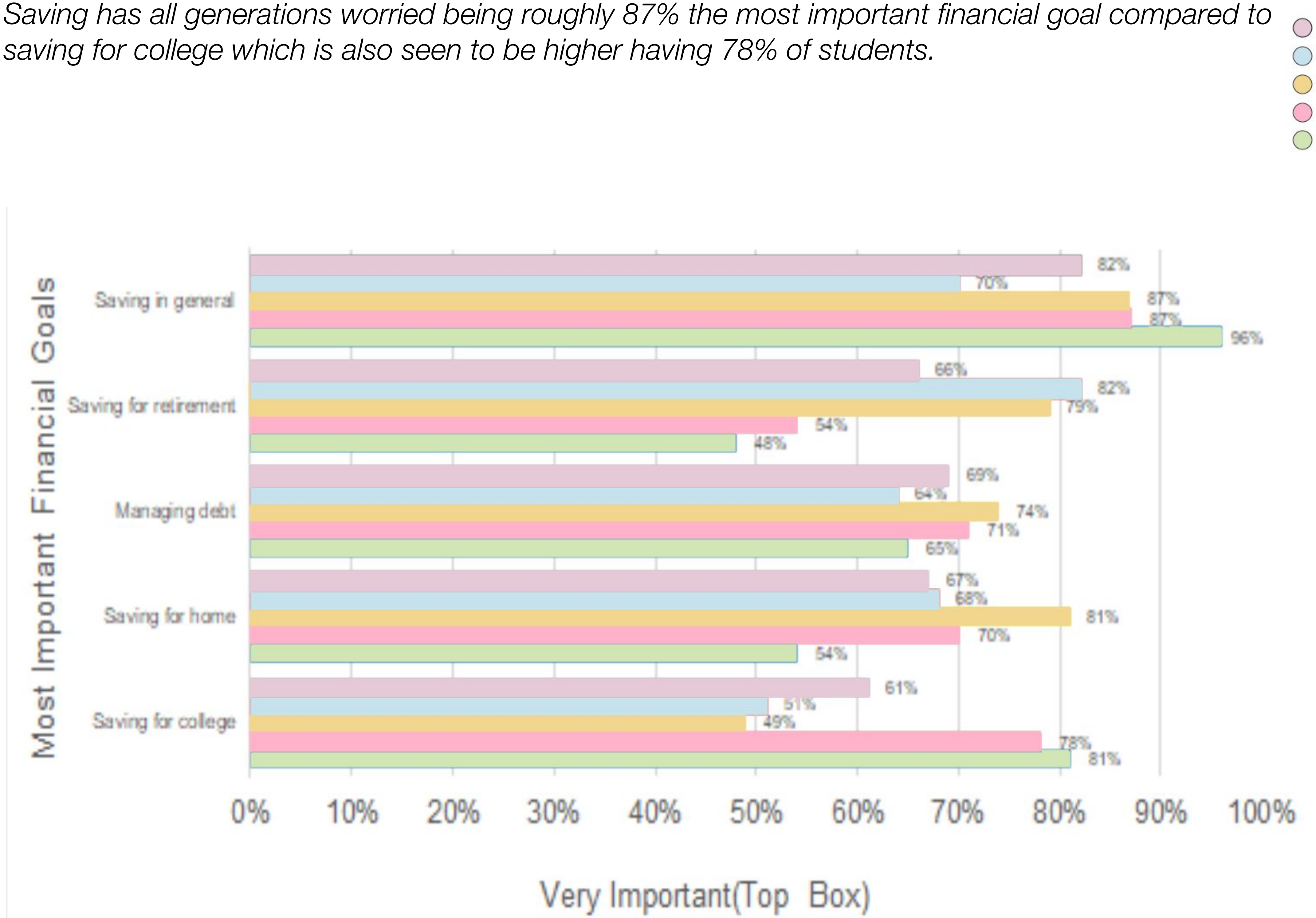
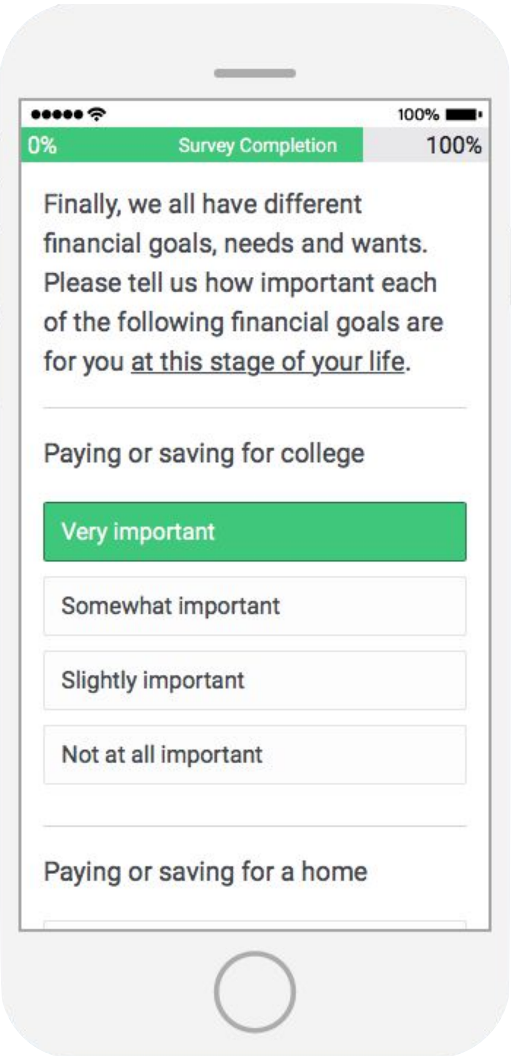
Five Most Important Financial Goals

Saving has all generations worried being roughly 87% the most important financial goal compared to saving for college which is also seen to be higher having 78% of students.





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Five Least Important Financial Goals

15% of people are worried about saving up for a boat/RV/motorcycle, which is the least important goal, as compared to saving for vacations which has 40% of people worried about being able to pay for.

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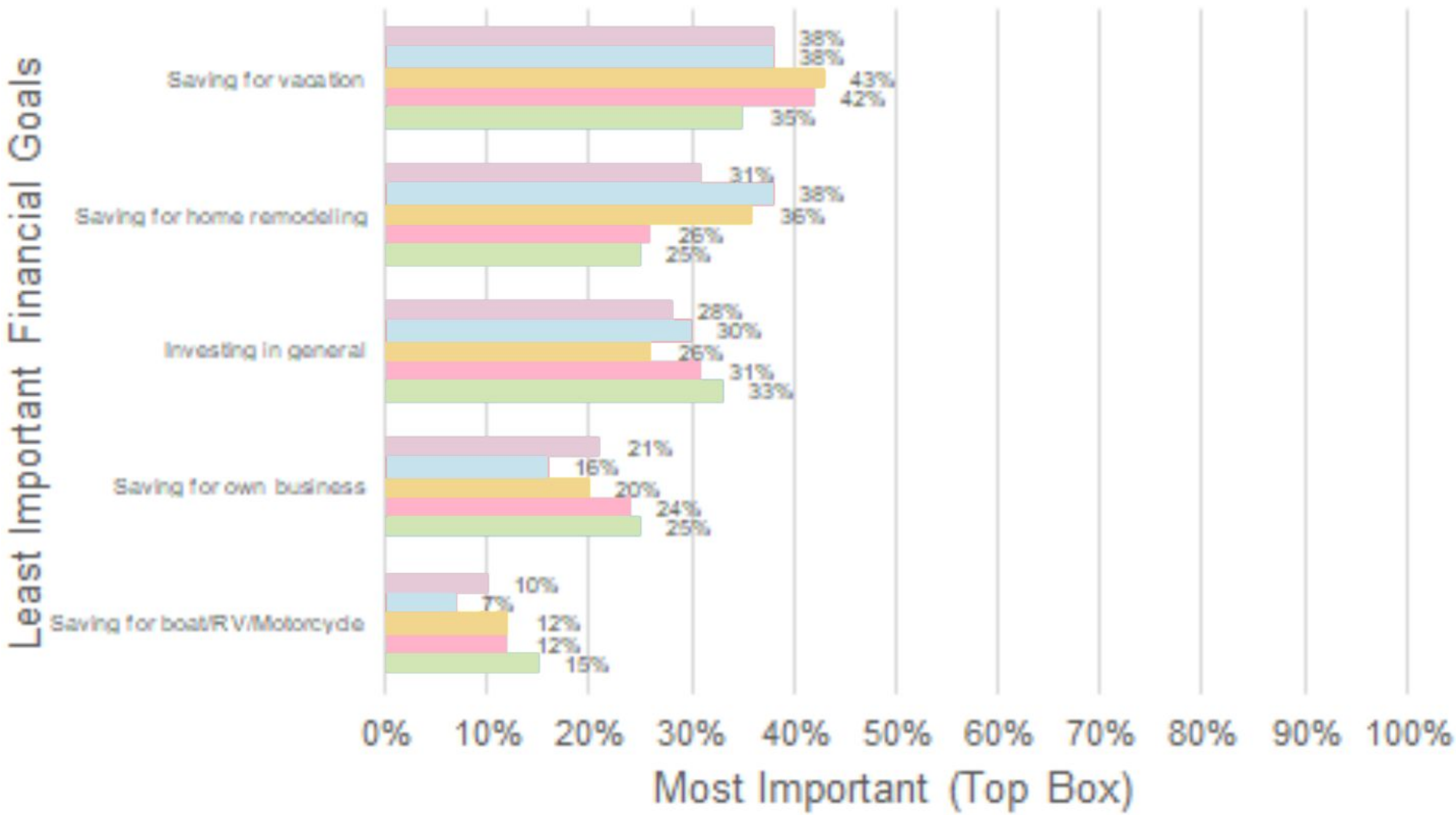

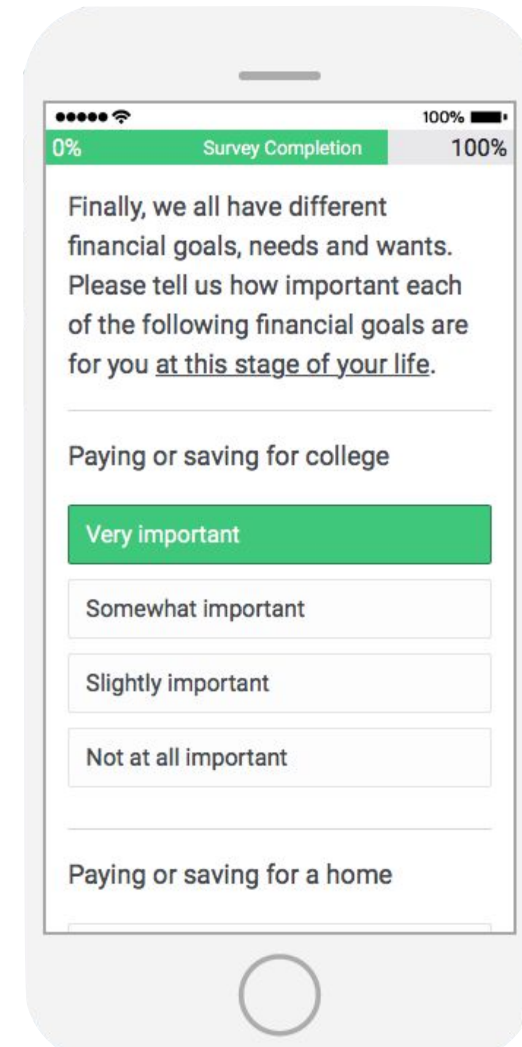

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How Likely Are You to Switch Your Current Bank to GECU?

Younger Millennials are 37% likely to switch from their current bank to GECU while the other generations are on average around 33% as likely to switch their current bank.

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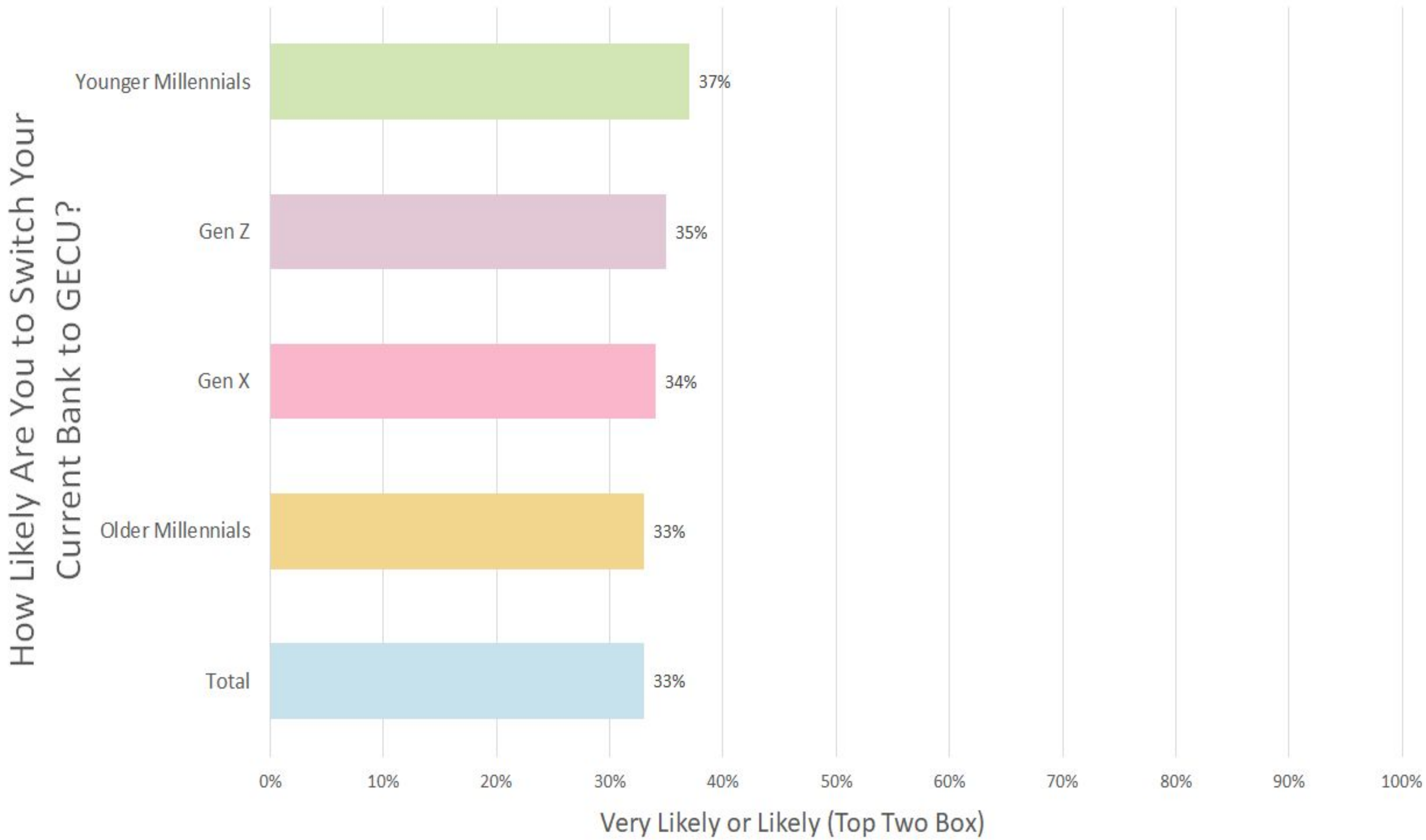

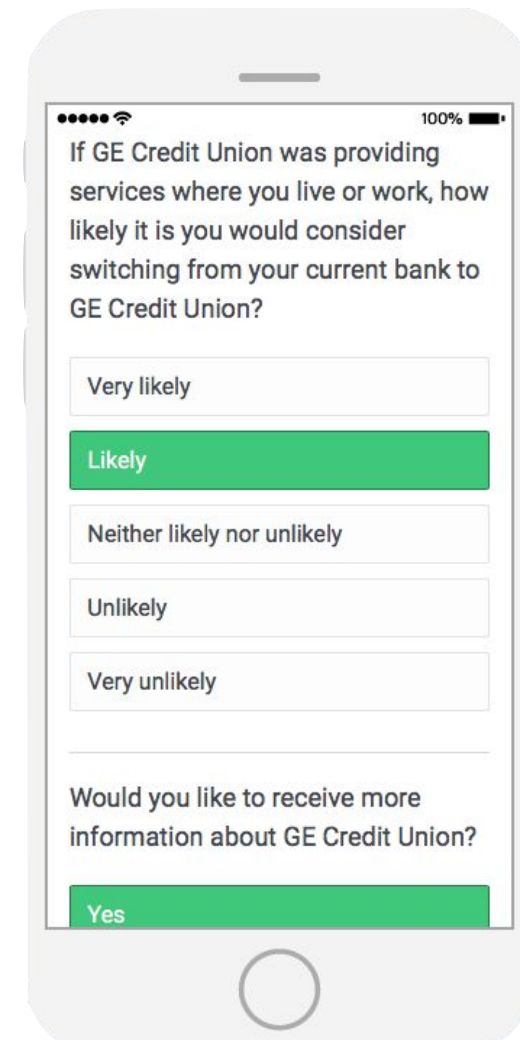

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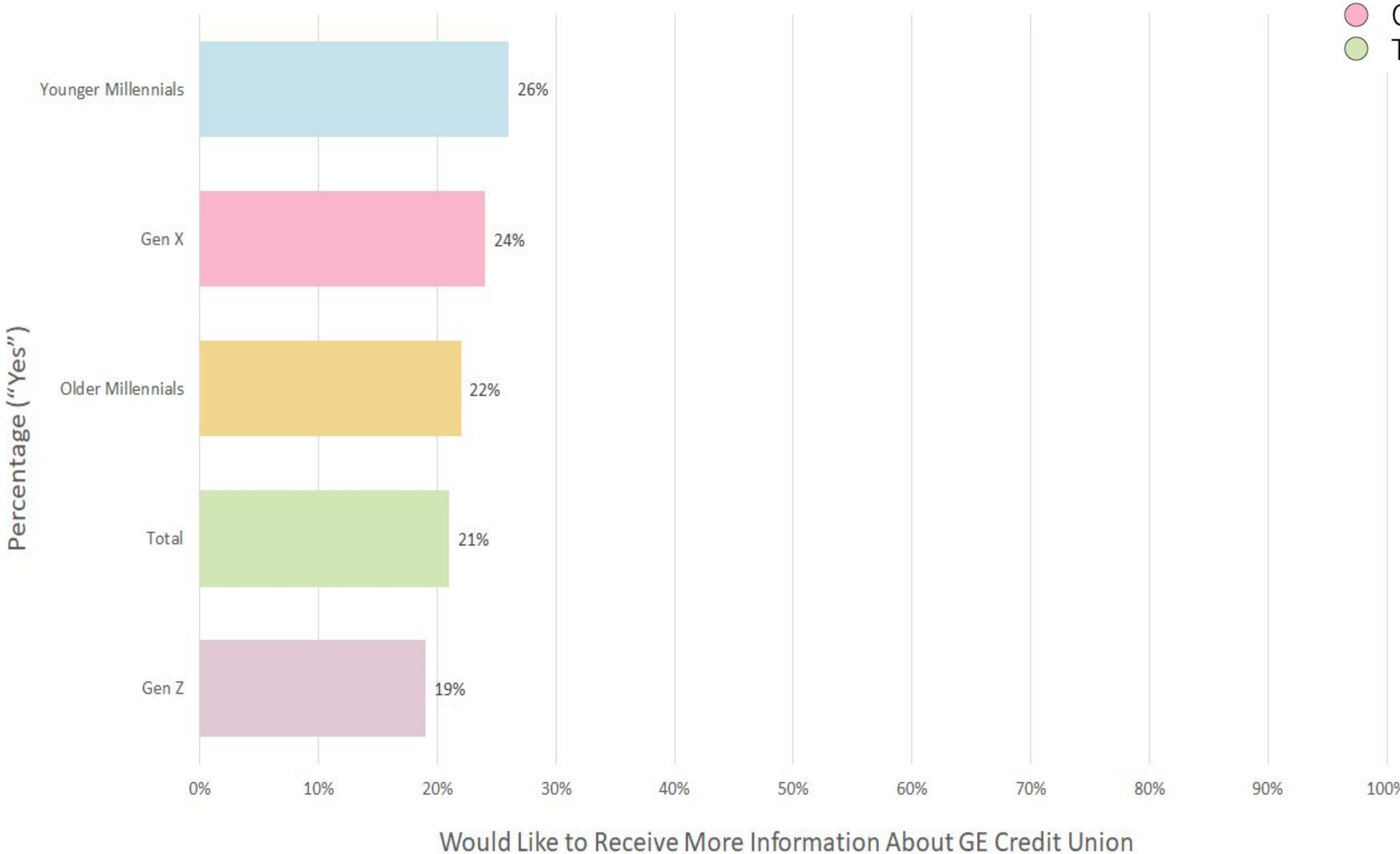
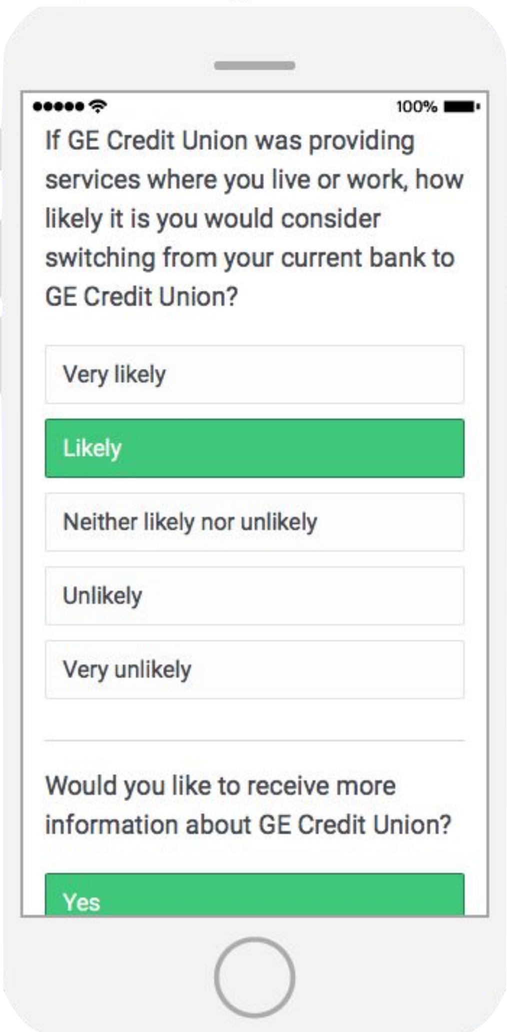
Would Like to Receive More Information About GECU?

22% of Gen X and 19% of Younger Millennials were willing to share their emails unlike the 10% of Gen Z.; therefore, Younger Millennials and their parents (Gen X) are willing to learn more about GECU.





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How Likely Is It You Would Consider Switching From Your Current Bank to GECU?

The younger the respondent, the more likely they are to switch.

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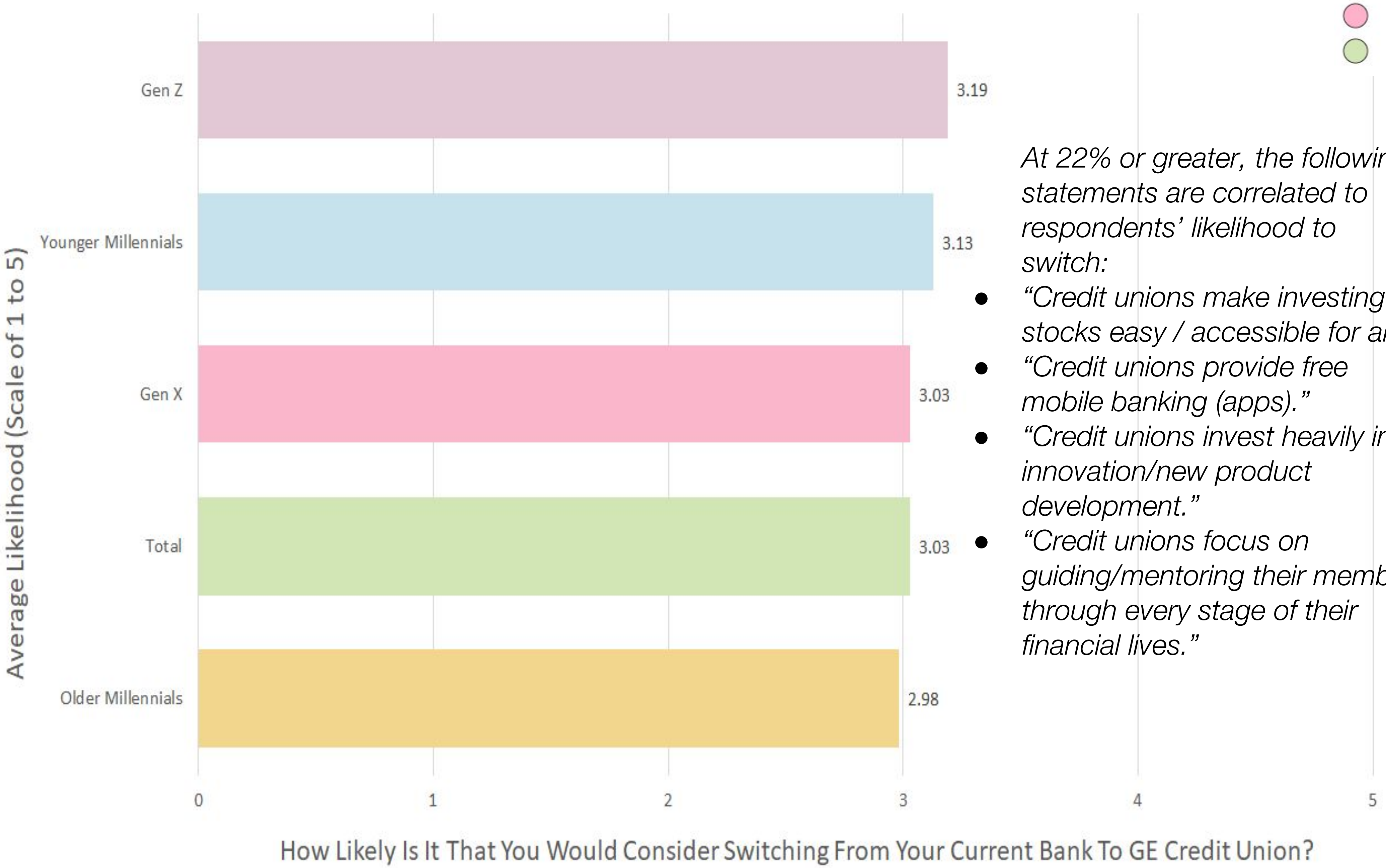
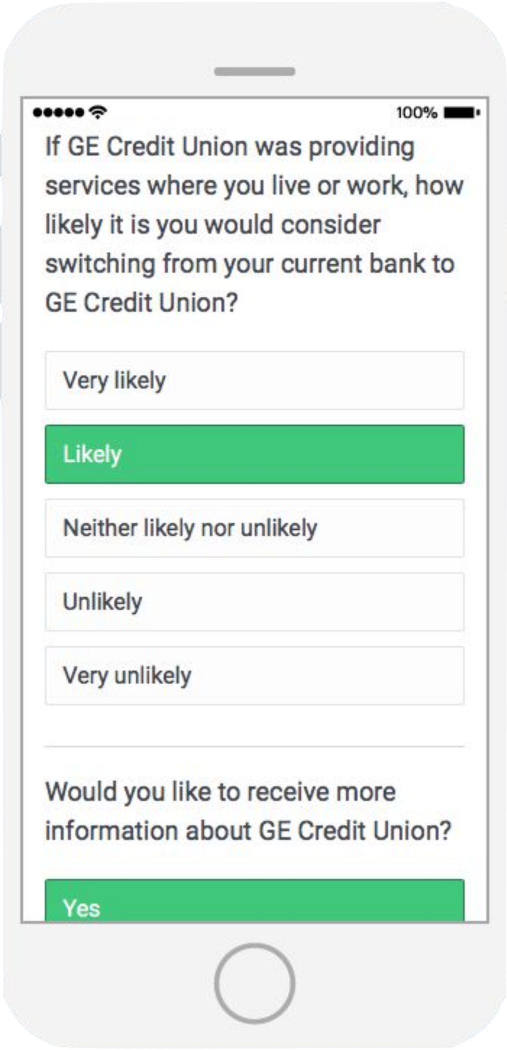


At 22% or greater, the following statements are correlated to respondents' likelihood to switch:

- *"Credit unions make investing in stocks easy / accessible for all."*
- *"Credit unions provide free mobile banking (apps)."*
- *"Credit unions invest heavily in innovation/new product development."*
- *"Credit unions focus on guiding/mentoring their members through every stage of their financial lives."*



Methodology: *Results based on a sample survey (N - 600, 61% female, 26 years old) conducted between December 4 and December 10, 2018. Frequency analysis across generations conducted in Excel. Analysis and reporting done by Caroline Winstel*

Sample survey: Summary of major insights

How can we attract Northern Kentuckians to GE Credit Union?

Methodology: *Results based on direct, undisguised, structured, and human observations of 33 #392rookies (67% female) in their classroom at 10:00 am and then at 2:00 pm on Tuesday, November 20, 2018.*

Sample survey: Synthesis of insights

How can we attract Young and Older Millennials to GECU?

By providing Young Millennials a way to learn financial literacy and helping Older Millennials create a thriving environment for their family, GECU can become a valued community partner in ensuring dreams come true.

Research questions	**Young Millennials**	**Older Millennials**
What do Northern Kentuckians care most about for their finances?	Young Millennials are surprisingly looking most interested in saving for retirement (82% reported "very important), followed by saving in general (70% reported "very important")	Older Millennials foremost concerns are both saving in general (87% reported very important and saving for a home (81% reported very important)
How do we educate those who may not be familiar with credit unions?	Young Millennials first preference for communication is website (88% reported "Yes") followed very closely by email and social media (81% and 75% reported yes, respectively.)	Older Millennials are best reached primarily by using website (85% reported "yes") and secondarily through email (76% reported "yes"").
What community or outreach involvement should we look in to being apart of to attract members?	The causes that really resonate with Young Millennials are mental health (80% reported "very important") followed closely by college education, financial literacy and women's rights. (77%, 72%, and 72% respectively)	The two causes that would best serve to attract Older Millennials are mental health (72% reported "very important") and K12 education (72% reported "very important")
What features about the credit union appeal to them most?	The most important feature for young millennials is secure and safe banks (65% reported "a great deal of importance"), along with lower fees and no annuals fees for cards. (63% and 62% respectively)	Similarly to Young Millennials, the most appealing feature for Older Millennials is secure and safe banks (71% reported "a great deal of importance") followed closely by no monthly maintenance fees (67%), lower checking fees (66%), and easy online banking (66%)
What are they most interested in when it comes to their financial institution?	According to data sampled from a text submission, the most common interests from all of our respondents were convenience, service, app functionality, low fees, and many locations.	According to the aforementioned data sampled from text submissions in the survey, the most common interests from all of our respondents were convenience, service, app functionality, low fees, and many locations.
How can we position our products to relate to their wants and goals?	GECU needs to ensure that they never make Young Millennials feel like they're spending any money that they don't need to. ATM fees and checking fees are a huge no (63% and 62% reported this was of great importance) and providing services that help them feel like they're paving the way for their financial future. (72% reported financial literacy for the community was "very important")	GECU has to create an environment for Older MIllennials that makes them feel as if they have a resource to help them provide for their new family. This demographic has a vested interest in procuring funds to buy a house (81% reported "very important") and would like to see GECU doing good in the community for the benefit of one their top priorities, their kids. (72% reported they felt GECU helping with K12 in the community was very important.)
Bottom line insights	*While most Young Millennials are worried for the future, their chief concern is the status of their money in the now. Their insistence that they're worried about saving in general coupled with their want for lower checking fees, less annual fees for cards, and bank security show that they're committed to keeping their hard earned money. By leveraging this demographic's excitement for teaching financial literacy and continually providing educational content through social media and email, GECU can become a valued partner in helping them save their money in the present moment.*	*Older and Younger Millennials have many of the same basic concerns, and can be reached in the same way (email, social media) but their overall goals are vastly different.The largest differentiation between Young and Older Millennials is the addition of the house and kids element. Much of this demographic is starting to have children, and as a result appropriate housing for a family as well as a vested interest in their kid's education are major day to day concerns. GECU can position itself as a bank that can help you build the dream family environment by removing fees from ATMs so you don't have to pay to enjoy family time. They could also partner with local school districts to show this demo that they're ready to invest in local youth. Essentially, the message should revolve around empowering a great family environment.*

***Methodology:** Results based on a sample survey (N - 944, 67% female, average 32 years old) conducted between December 4 and December 10, 2018. Frequency analysis across generations conducted in Excel and Wordle. Analysis and reporting done by Adam Clements*

Appendix: Table of Contents

Observations: Data Spreadsheet

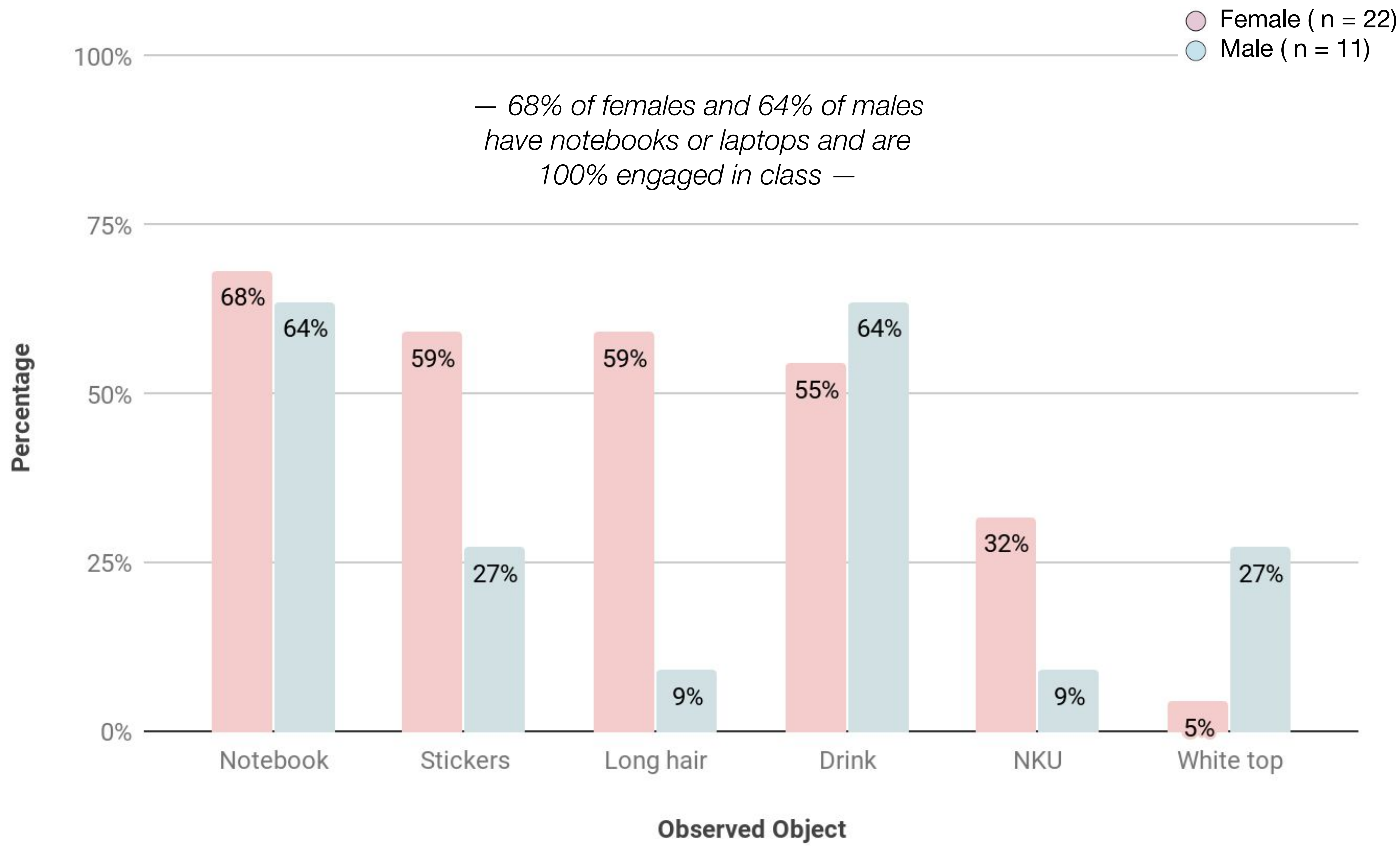
Unit	Female	Long hair	Notebook	White top	Drink	Stickers	NKU	Engaged
1	0	0	0	0	0	0	0	1
2	1	1	0	0	0	0	1	1
3	1	1	1	0	0	1	1	1
4	1	1	1	0	1	1	1	1
5	1	1	1	0	1	1	1	1
6	1	1	1	0	0	0	0	1
7	0	0	1	0	1	1	0	1
8	0	0	1	0	1	0	0	1
9	0	0	1	1	1	0	0	1
10	1	1	1	0	1	0	0	1
11	1	0	1	0	0	1	0	1
12	1	1	0	0	0	0	0	1
13	0	0	0	0	1	0	0	1
14	0	0	1	0	1	0	0	1
15	0	0	0	0	1	0	0	1
16	0	0	1	1	0	0	0	1
17	1	0	1	0	1	1	0	1
18	1	1	0	0	1	0	0	1
19	0	0	0	1	1	1	0	1
20	0	0	1	0	0	0	1	1
21	1	0	1	0	1	1	0	1
22	1	1	0	0	0	1	0	1
23	1	0	0	1	1	1	0	1
24	1	0	0	0	1	0	0	1
25	1	0	1	0	0	0	0	1
26	1	0	1	0	1	1	1	1
27	1	0	1	0	0	1	1	1
28	0	1	1	0	0	1	0	1
29	1	1	1	0	0	1	0	1
30	1	1	1	0	1	0	0	1
31	1	1	1	0	1	1	1	1
32	1	0	1	0	1	1	0	1
33	1	1	0	0	0	0	0	1
Male	11	9.1%	63.6%	27.3%	63.6%	27.3%	9.1%	100.0%
Female	22	59.1%	68.2%	4.5%	54.5%	59.1%	31.8%	100.0%
Total	33	42.4%	66.7%	12.1%	57.6%	48.5%	24.2%	100.0%

Methodology: *Conducted and analyzed results of direct, undisguised, structured, and human observations of 33 #392rookies (67% female) in their classroom at 10:00 am and then at 2:00 pm on Tuesday, November 20, 2018.*

Observations: Comparing males and females graph

How can we attract #392rookies to GE Credit Union?

#392Rookies would be attracted to GECU if they were involved in NKU and the community while offering simple financial products and services that benefit their education and overall health.



Methodology: *Results based on direct, undisguised, structured, and human observations of 33 #392rookies (67% female) in their classroom at 10:00 am and then at 2:00 pm on Tuesday, November 20, 2018.*

Observations: Synthesis of insights

How can we attract #392rookies to GE Credit Union?

#392Rookies would be attracted to GECU if they were involved in NKU and the community while offering simple financial products and services that benefit their education and overall health.

Research questions	**Answers**
What do Northern Kentuckians care most about for their finances?	68% of females and 64% of males use either laptops or notebooks, which indicates that they care about their education. When it comes to finances, they are looking for a financial institution that will offer them low interest rates on student loans in order to attain an education.
How do we educate those who may not be familiar with credit unions?	100% of #392Rookies are engaged in class; therefore, coming into schools and universities to teach about the benefits and services of credit unions would be a step in the right direction in order to educate those who are unfamiliar.
What community or outreach involvement should we look in to being apart of to attract members?	32% of females display stickers or wear NKU apparel showing off their school pride and love for NKU, which is a sign that GECU should invest in community involvement at NKU and in Highland Heights, a college town on the rise.
What features about the credit union appeal to them most?	As mentioned above, the #392Rookies are students who care about their education and are actively engaged in class. Features that would appeal to students include that it's free to open a checking account and the low balance minimums and interest rates on loans.
What are they most interested in when it comes to their financial institution?	When looking at the interest of males, 27% wear white tops and only 27% have stickers on their laptops as opposed to females who only 4% wear white tops and over 59% have stickers on their laptops. This tells us that male #392Rookies are more simplistic than the females and need a simple financial institution.
How can we position our products to relate to their wants and goals?	55% of females and 64% of males have drinks when they come to class indicating they want to stay hydrated and healthy. Although only 27% of males have stickers on their laptops and 59% of females, GECU could offer promotional products such as stickers and cups along with deals at local gyms as well as promotions for funding their education.
Bottom line insights	#392Rookies from Northern Kentucky care about their education, including financing for it with low interest rate student loans and are actively engaged in classes willing to learn more about the benefits and services of credit unions. The females care about NKU and take pride in their school, while the males care about a simple financial institution and all of them collectively care about their health.

***Methodology:** Results based on direct, undisguised, structured, and human observations of 33 #392rookies (67% female) in their classroom at 10:00 am and then at 2:00 pm on Tuesday, November 20, 2018.*

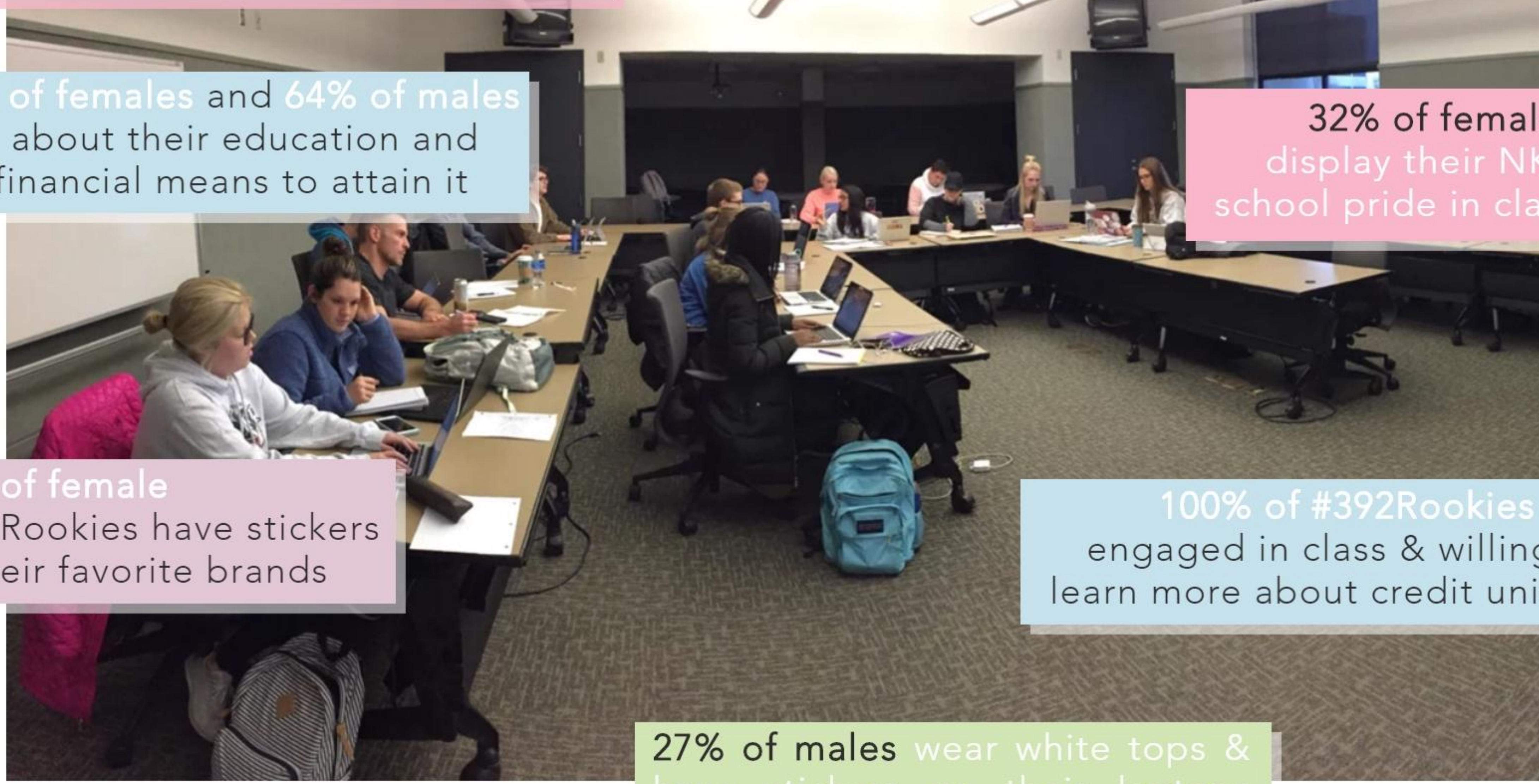
Observations: Summary of major insights

How can we attract #392rookies to GE Credit Union?

Figure

How can we attract #392rookies to GE Credit Union?

55% of females and 64% of males want to stay hydrated & healthy



68% of females and 64% of males care about their education and the financial means to attain it

32% of females display their NKU school pride in class

59% of female #392Rookies have stickers of their favorite brands

100% of #392Rookies are engaged in class & willing to learn more about credit unions

27% of males wear white tops & have stickers on their laptops indicating the need for simplicity

Methodology: *Results based on direct, undisguised, structured, and human observations of 33 #392rookies (67% female) in their classroom at 10:00 am and then at 2:00 pm on Tuesday, November 20, 2018.*

Experience interviews: Synthesis of insights

How can we attract Northern Kentuckians to GE Credit Union?

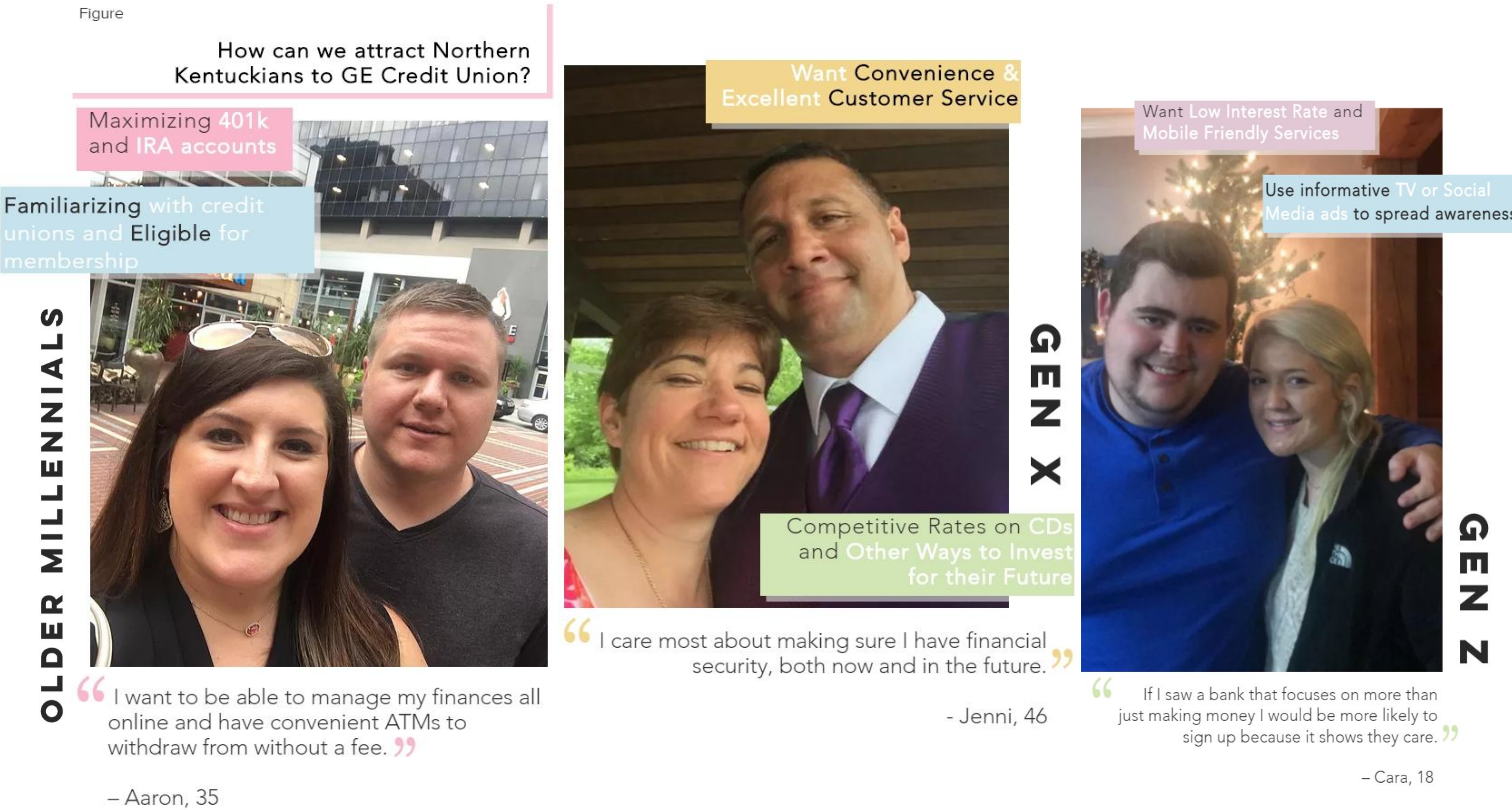
Gen Z is looking for flexibility and ease of use, while Older Millennials & Gen Xer's would be attracted to GECU if they offered convenient products and services to help them pay off debts and invest for their future.

Research questions	**Gen Z (n = 8, M_{AGE} = 17)**	**Millennials (n = 8, M_{AGE} = 24**	**Gen X (n = 8, M_{AGE} = 43)**
What do Northern Kentuckians care most about for their finances?	From Interviewing both a male and female from Generation Z, I discovered that when it comes to their finances they care most about being able to save up money. They want a savings account that will give them incentives to save money.	They care most about paying off debts, look for low interest rates whenever they do have to take out a loan. Also want to make sure they are maximizing their 401k and IRA accounts by earning more on what they deposit.	"I care most about making sure I have financial security both now and for the future." – Jenni, 46 "Access to cash and being able to know it's safe and earning a reasonable rate of return" –John, 51
How do we educate those who may not be familiar with credit unions?	Gen Z would like to be educated by online methods, primarily using social media platforms. "You can educate those who are not familiar with credit unions by informative advertisements on TV or social media such as Facebook or Instagram or Twitter" -Cory, 18	They are pretty unfamiliar with credit unions, so there is a lot of room for education. They recommend going to local middle and high schools to teach financial literacy and familiarize students with credit unions. "I've always had the view that it's just another type of banking and am not familiar with the benefits of a credit union over traditional banking." – Kim, 31	Knowing what credit unions are out there and what it takes to be an eligible member. Also how they are different from a traditional bank when it comes to processes and benefits.
What community or outreach involvement should we look in to being apart of to attract members?	They suggest that community involvement should be done through helping hurricane victims that were recently affected. "You could look into being involved with hurricane victims by sending volunteers to help or by donating money. I think if I saw a bank that focused on more things than just making money then I would be more likely to signup for an account because it shows that they care" - Shelley, 18	They suggest reaching out to businesses and city councils and asking to come in and present. They feel like credit unions are a more localized solution that some other banking so getting involved in their local community events to drive that local message would be another idea.	"I typically don't look to community outreach to pick my banking needs. Their involvement in one wouldn't influence me one way or the other." – Jenni, 46 "Sponsorship of local youth sports and advertising at high school football games" – John, 51
What features about the credit union appeal to them most?	"I am not super familiar with credit unions but I know that they do have lower rates because they are member owned so that is something I would be interested in with a credit union" -Shelley, 18	They need to be more familiar with credit unions, but of their current knowledge the feature of being member owned rather than a board of directors appeals to them.	They find it appealing that they have traditionally been able to offer better rates for car loans and better interest rates on CDs and other investments, as well as the fact that they are member owned vs corporate entities, so they work for the members not some CEO 's bonus.
What are they most interested in when it comes to their financial institution?	ONline banking is a popular way of doing banking business and that is what the Gen Z prospects seem to want most. "I am most interested in online banking since I do most of my daily activities on the internet anyway. I don't want to have to go into a branch to do banking" -Cory, 18	They are all about convenience when it comes to banking. "I want to be able to manage it all online and have convenient ATMs to withdraw from without a fee. My bank is available even in most places I vacation. Of course, trusting the financial institution and knowing my money is safe is also important." – Aaron, 35	"Offering competitive rates as well as ease of use and assess to money. Must be able to pay online and have access to ATMs." –Jenni, 46 "Solvency, being financially stable, and excellent customer service so that I am seen as a person, not a number." – John, 51
How can we position our products to relate to their wants and goals?	The best way to position the products towards Generation Z consumers would be to provide them with easy access to online banking and online banking functionalities and to also provide higher interest rates and incentives for saving money in a savings account.	They need something from a credit union that they are not already getting through their current bank or other financing options including saving time and money as well as benefits in relation to their financial needs.	Position them towards long term goals and target younger people through their parents. Offer programs for newly 18 for developing credit especially with those whose parents are already members including competitive savings and loan rates. They also feel as though they should model after successful credit unions like Kemba.
Bottom line insights	Through the two interviews with one female and one male from Generation it can be concluded that they want a financial institution that provides easy online banking high interest incentives for savings accounts and gives back to the community and providing such products would increase the likelihood of them becoming members.	Older Millennials in Northern Kentucky are generally unfamiliar with credit unions, and therefore need to be more educated. They care about paying off their debts, while saving for the future with the need for convenience.	Gen Xer's in Northern Kentucky care about their financial security both now and in future years as well as that of their children, who are reaching early adulthood. They also care about convenience as well as customer service of not just feeling like a number.

Methodology: *Results based on experience interviews (N = 24, M_{AGE} = 28) with 8 prospective customers from Generation Z (50% female, M_{AGE} = 17), 8 from Millennial generation (50% female, M_{AGE} = 24), and 8 from Generation X (50% female, M_{AGE} = 43) on November 22 through 24, 2018.*

Experience interviews: Summary of major insights

How can we attract Northern Kentuckians to GE Credit Union?



Methodology: *Results based on experience interviews (N = 24, M_{AGE} = 28) with 8 prospective customers from Generation Z (50% female, M_{AGE} = 17), 8 from Millennial generation (50% female, M_{AGE} = 24), and 8 from Generation X (50% female, M_{AGE} = 43) on November 22 through 24, 2018.*

Experience interview: Synthesis of insights

What deliverable would make your client happy?

With the anticipated growth of GE Credit Union in the next several years, our client will be happy to know how to market to Northern Kentuckians in order to grow business even more. Taking advantage of the Highland Heights location with NKU in the backyard, our client wants to figure out how to get students to make the switch. She wants GE Credit Union to be a valid option to consider when choosing a bank, and one day become the "Skyline Chili of local credit unions."

Research questions	Answers
What does your client love about GE Credit Union?	Even though Carolyn stumbled upon this job, she had previous experience working for non-profit organizations and loves that aspect of GECU. She loves her new CEO and the employee benefits as well as the financial literacy and knowledge she has gained with working there, which she finds extremely important.
If your client could change one thing about GE Credit Union, what would it be?	They are currently going through many changes at the time, but one thing she would love to see is a change in the awareness and perception of GECU in the area.
What hopes does your client have for GE Credit Union by year 2023?	In the next year they are doubling their number of branches, so knowing her CEO, she said, she is hoping they increase the number of branches to 20-30. She would also love to see GECU become a valid option in comparison to PNC or 5/3 and would love for people to think of GECU as the Skyline of local credit unions.
Who is your client like (i.e., character, interests, values, worries, and sources of happiness)?	Carolyn is newly married as of 7 months ago, she loves her cat and dog, loves spending time with family and traveling, but wants to travel more. She also loves baking and eating Nutella.
What type of insights would make the client happy in your final client deliverable?	She wants to know what speaks to people in NKY to make them want to switch as well as the type of messaging content and trigger words to make the switch. She said, "It's generally hard to get students to switch."
Why did the client approach #392rookies and not a professional agency?	With NKU being in the new location's backyard, she wanted to take advantage of the college area. She wants to hear from personal experiences, which will give her invaluable data and feedback from students and those in NKY.
How excited is your client about your final deliverables?	Carolyn could not be more excited to gain insights from our final deliverables in order to suggest changes to implement in marketing to the Northern Kentucky, Greater Cincinnati area.
Bottom line insights	With the anticipated growth of GE Credit Union in the next several years, our client will be happy to know how to market to Northern Kentuckians in order to grow business even more. Taking advantage of the Highland Heights location with NKU in the backyard, our client wants to figure out how to get students to make the switch. She wants GE Credit Union to be a valid option to consider when choosing a bank, and one day become the "Skyline Chili of local credit unions."

Methodology: *Results based on an experience interview with the client, Carolyn Davis (Marketing Manager, GE Credit Unions) on December 6, 2018.*

Experience interview: Summary of major insights

What deliverable would make your client happy?

#392Rookies
Recipe for Success

Making GECU a Dream Come True

By 2023...
" we want to double our branches...by creating twenty to thirty new locations "
- Carolyn Davis

Spreading Awareness

Personal Experiences

Changing Perceptions

" it is hard to get the students to switch...
...what will motivate them to do so?
what speaks to them? "

Methodology: *Results based on an experience interview with the client, Carolyn Davis (Marketing Manager, GE Credit Unions) on December 6, 2018.*

Team: Meet the authors

Zoë Moon

Visual Director

I am in charge of creating all visuals and reinventing select graphs. I am a part time intern at Maker Marketing as well as a server at the House of Orange. I work, on average, 30 hours a week. I am also a Marketing major who completed this semester with 18 credit hours. I spend around 3 hours per week and study maybe 1 to 2 hours a week. I would easily say I've spent 15 hours on this project.

My source of inspiration comes from myself and having that drive to be able to provide for my little brothers. My greatest achievement has been going all four years in college on both scholarship and deans list while working almost full time and training. My greatest achievement in Yoda's class has been winning the contest for bringing in the second largest portion of our survey participants. My favorite quote is "She was fierce. She was strong. She was a beast in her own way. She was unstoppable" and my favorite song is In My Mind by Dynoro. My favorite movie is How to Train Your Dragon.

Caroline Winstel

Team Leader

In charge of creating dividing up the work, created graphs on slides 23-24, reporting observational and experience interview data (slides 28-30, 32 & 34). I am a part time intern at Ipsos where I am their Market Research intern where I work 16 hours a week. I am a double major in Business Information Systems and Marketing, and I have taken 15 credit hours. I spend around 8 hours per week and study maybe 10 hours a week. I would say I've spent 12 hours on this project.

My source of inspiration comes from coworkers because they make me excited to discuss what we do in class and how it relates to work, as well as my mom. My greatest achievement has been receiving a full tuition scholarship My greatest achievement in Yoda's class has been completing the Thanksgiving Feast. My favorite quote is "Everything happens for a reason" and my favorite song is Thank U, Next by Ariana Grande. My favorite movie is Mean Girls.

Kyle Smiley

Data Analyst

In charge of analyzing data on 10 questions and creating graphs on slide 8-10. I am a part time Customer Service Manager at Kroger where I work 20-24 hours a week. I am a Marketing major and I am taking 16 credit hours. I spend around 6 hours per week and study 10 hours a week. I would say I've spent 10 hours on this project.

My source of inspiration comes from knowing I'm just a semester away from getting my career started. My greatest achievement has been receiving a great scholarship to go to school. My greatest achievement in Yoda's class has been completing the Thanksgiving Feast. My favorite quote is "Be so good they can't ignore you" and my favorite song is Pursuit of Happiness by Kid Cudi. MY favorite movie is Hot Rod.

Zahrya McFarland

Data Analyst

In charge of creating slides 3 through 5. I am currently not employed, however I am a full time athlete at NKU. I am Marketing major and I have taken 15 credit hours this semester. I spend around 8 hours per week and study maybe 10 hours a week. I would say I've spent 5 hours on this project.

My source of inspiration comes from success. My greatest achievement has been receiving an athletic scholarship. My greatest achievement in Yoda's class has been completing the Thanksgiving Feast. My favorite quote is "Nobody Cares, Work Harder" and my favorite song is Stan by 6lack. My favorite movie is Uptown Girls.

Jennifer Wilson

Data Analyst

In charge of creating three charts and Banking Behavior Profile (slide 6). I am a full time Customer Service Manager at Kroger where I work 40 hours a week. I am a Marketing major and I am taking 15 credit hours. I spend around 3 hours per week and study 20+ hours a week. I would say I've spent 15 hours on this project.

My source of inspiration comes from my motivation within to continually improve myself in every way. My greatest achievement has been receiving deans list every semester at UC. My greatest achievement in Yoda's class has been receiving the Yoda Achievement: Major improvement on Fight 2. My favorite quote is "I'm here for a good time not a long time" and my favorite song is San Diego by Blink 182. My favorite movie is The Age of Adaline.

Kelly Salerno

Data Analyst

In charge of reporting the most important benefits of a credit union, least important benefits of credit union, most important causes, and creating the Appendix. I am not working right now but I just finished my marketing internship with FC Cincinnati Marketing. My role was field director assistant and promotions coordinator and I worked 15 hours a week. I am also a Marketing major who is taking 15 credit hours. I spend around 4 hours per week and study maybe 20 hours a week. I would say I've spent 10 hours on this project.

My source of inspiration comes from internal motivation to keep going even when the challenge is tough. My greatest achievement was interviewing well enough over the phone to be one of the 10 job candidates chosen by JC Penney corporate. JC Penny paid to fly me to Texas last year for 3 days of in-person interviews at their headquarters for a corporate intern position. My greatest achievement in Yoda's class has been completing the Thanksgiving Day Feast. My favorite quote is "if you don't believe in yourself, no one will" and my favorite song is Tennessee Whiskey by Chris Stapleton. My favorite movie is Mean Girls.

James Brown

Data Analyst

In charge of creating three charts and filling in missing data. I am a full time entrepreneur where I run a popular Instagram site called Grill Nation, where I work 30+ hours a week. I am a Marketing major and I am taking 15 credit hours. I spend around 8 hours per week and study 20+ hours a week. I would say I've spent 12 hours on this project.

My source of inspiration comes from being better than I was yesterday and make the small changes first. My greatest achievement has completing 2 back to back deployments and serving this country 4yrs (USN). My greatest achievement in Yoda's class has been bouncing back from the first rocky fight (good thing life had many rounds). My favorite quote is "When life gives you lemons you make lemonade" and my favorite song is So Will I by Hillsong Worship. My favorite movie is Pulp Fiction.

Adam Clements

Data Analyst

In charge of utilizing over 900 survey results in order to generate insights on how happy customers are with their current bank offerings. I am currently employed at the Underground Agency, where my time commitment varies based on the workload. I am Marketing major and I have taken 15 credit hours this semester. I spend around 10 hours per week and study 4 hours a week. I would say I've spent 12 hours on this project.

My source of inspiration comes from my love for learning about why and how things work. My greatest achievement has been becoming President of my fraternity. My greatest achievement in Yoda's class has been becoming a part of the agency (2nd place was winning that gift card). I don't necessarily have a favorite quote, but my favorite song is Under African Skies by Paul Simon. My favorite movie is Scott Pilgrim vs. The World

Our Force Awakening Story

8 friends and colleagues

with curiosity, resilient spirit, and zest for life on a mission to discover their paths and the courage to pursue them.

1 week long client project in the field of market research that required:

1) conducting and analyzing results of **8 experience interviews** and **1 survey** given to the client's prime prospects 2) analyzing **2 secondary research data sources** 3) coding and analyzing **944 responses** to the survey 4) creating a **36 slide presentation** providing data driven insights and **1 data driven recommendation.**

1 caring mentor @ NKU

who made us **curious** and **excited** about **life-long learning** and developing a **growth mindset** for a better life and career management.