

Teamspirit

# **New Ideas, New Thinking in Financial Marketing**

Gramercy Financial Marketers' Forum: New York May 21

# Hello



**Sophie Klein**  
**Business Director**

A woman with brown hair, wearing an orange hoodie and red boxing gloves, is celebrating a victory. She has her right arm raised in a fist and is shouting with her mouth wide open. The background is a solid light purple color.

We're on a **mission** to...

# Transform

the world of  
**finance** for  
the **better**

## Part of the challenger Group:

Global  
mindset,  
transcending  
borders



[cowry  
consulting]

BERNADETTE



SLING  
& STONE



METHOD



WATERMELON



faith

# A team of experts in financial services delivering integrated communications to help businesses thrive

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**Strategic**  
consultancy



**Transformational**  
media relations



Insight-led  
**creative**  
**campaigning**



**Brand narrative**  
& **identity**



**Corporate**  
reputation



**Digital design**  
& **build**



**Social, CRM &**  
**automation**



**Content** creation



**Lead**  
generation



**Internal**  
communications



**Data & analysis**



**Customer**  
experience

# Separating unremarkable from truly unforgettable

**The science behind creating impactful  
and memorable campaigns**



A young woman in a red dress and a young man in a light blue shirt and white pants are sitting on wooden chairs. The woman is on the left, looking down with her hands clasped. The man is on the right, looking towards the camera. The background is blue with hanging stars. The text "Wallflowers don't get to dance..." is overlaid in the center.

**Wallflowers  
don't get  
to  
dance...**

**Just seeing  
something  
isn't enough  
to be recalled  
and remembered**



Approximately

# 86m

people misplace  
their keys at  
least twice a  
week in the US.

Even though they were  
the last person to be  
holding them, they can't  
recall where they are.



We're not built to remember

# We're built to forget

The human brain is the most  
crowded place on earth.

We make **35,000 decisions** a day.

The brain **constantly filters** out what's  
interesting and important, and what's  
insignificant.

As marketers, the danger is that we **end  
up in the bit that gets discarded.**



## Which means that....



**<20%**

of ads can be recalled the next day



**1/3**

of online ads are never even seen



**1 in 5**

pieces of communication is remembered 48 hours later



**71%**

of B2B ads are unlikely to deliver any growth due to a lack of emotional resonance and therefore recall

**But...**

if I remember you...

**I remember you  
forever**



Can you name  
the  
**brand?**



# I know what I like and I like what I know

People express preference  
for brands they can recall  
more easily.

Memory is a powerful force, making us more  
attractive to customers and keeping us in  
their minds for a lifetime.



# Gaining the competitive edge...

**95%**

In B2B, **95%** of the audience are in **horizon scanning** mode and only **5% in active buying** mode. Therefore, it's vital to secure long term fame and memorability in the minds of potential buyers

**x3**

Brands in the initial-consideration set are **three times** more likely to be purchased than brands that are not

**90%**

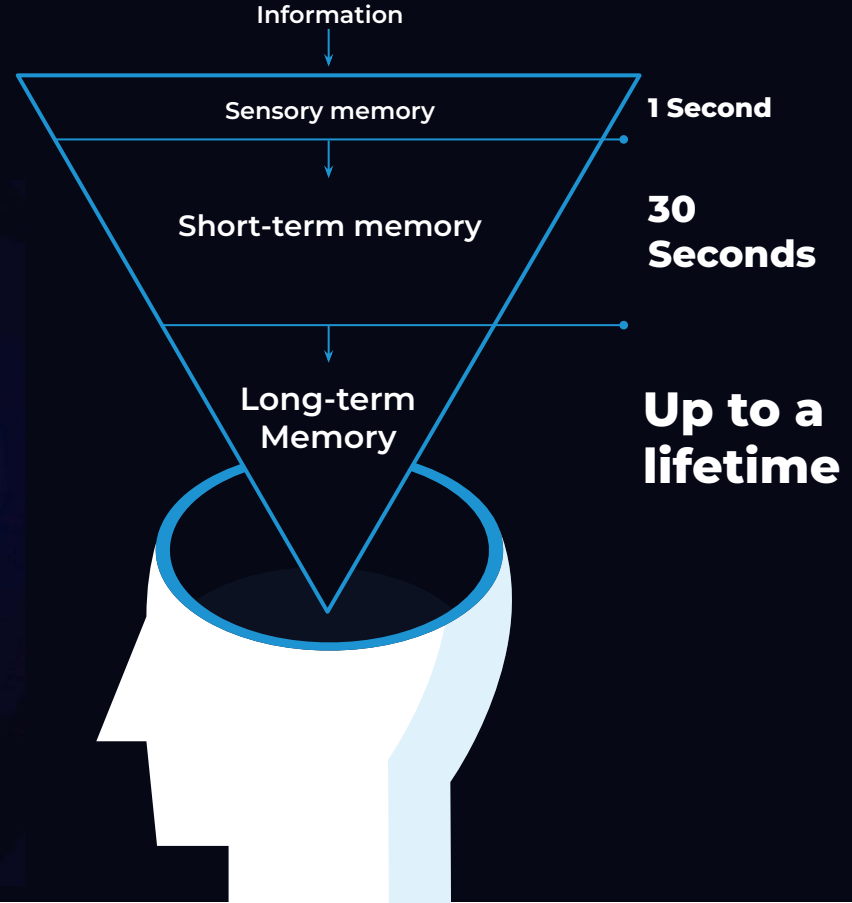
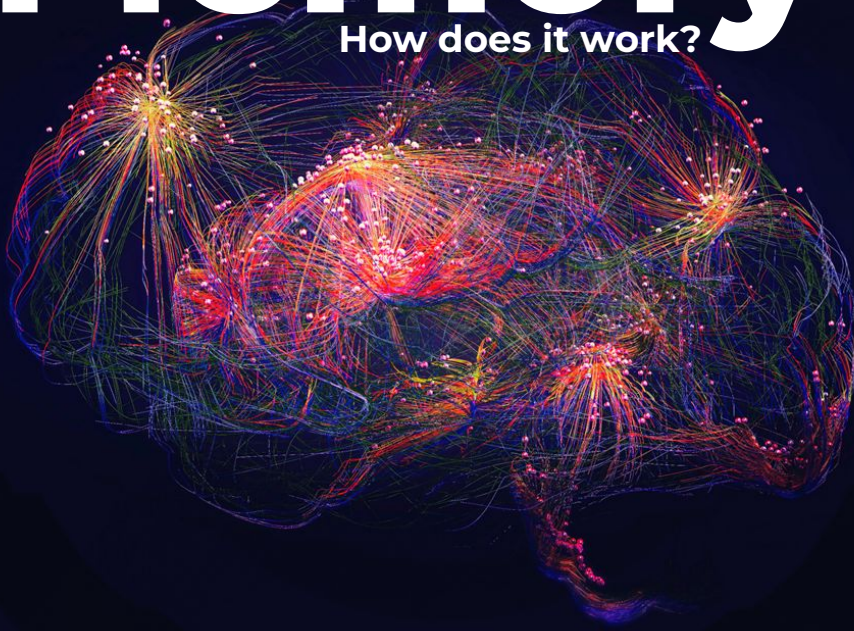
**90% of the time**, the selected provider comes from **one of the three** brands that came to mind initially

**71%**

**71%** of B2B marketers believe their messaging is **unique**, but **68%** of B2B buyers feel brands all sound the **same**

# The Science of Memory

How does it work?



The background of the slide is a dark, brownish-black image showing a complex network of neurons. A single neuron in the upper right quadrant is highlighted with a bright, glowing yellow-orange light at its cell body, where it connects to other neurons. The rest of the neuron network is faint and dark.

**So how do we create communications  
that will be remembered for a**

**lifetime?**

**Electricity!**

# Levers of Memory



# Winning Moves

**CHARACTERS**

**HUMOR**

**EMOTION**

**SURPRISE**

**SONIC DEVICES**



**Some of Teamspirit's  
most  
memorabl  
fame  
campaigns**

## Character Surprise

Whether your clients are looking for income, total return or simply low-cost access to global markets, we can help you put the person into personal portfolios.

# No such thing as average.

Let's talk how.  
Visit [professionals.fidelity.co.uk](https://professionals.fidelity.co.uk)



### Asset solutions

For investment professionals only

Because no two clients are the same, you need solutions that can help meet a variety of needs. **Fidelity's Multi Asset Allocator, Open and Income** ranges offer something that

can go down as well as up and clients may get back less than they invest. The funds can invest in overseas markets and so the value can be affected by changes in currency exchange rates. They may also use derivatives for investment purposes, which may expose the funds to a higher degree of risk and can cause investments to experience longer-than-average price fluctuations.

Whether your clients are looking for income, total return or simply low-cost access to global markets, we can help you put the person into

Let's talk how.  
Visit [professionals.fidelity.co.uk](https://professionals.fidelity.co.uk)

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Because no two clients are the same, you need solutions that can help meet a variety of needs. **Fidelity's Multi Asset Allocator, Open and Income** ranges offer something that could suit everyone.

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Emotion



**MENTAL HEALTH**

**80% OF PARENTS FEEL KIDS DON'T OPEN UP**

**Good  
Morning  
Britain**

**HOME SECRETARY JAMES CLEVERLY IS THE FIRST TO ANNOUNCE HE IS RUNNING TO BECOME LEADER OF THE**

**8:36**

Full video: [https://youtu.be/YjMpKjF7\\_AA?feature=shared](https://youtu.be/YjMpKjF7_AA?feature=shared)

Character  
Humor  
Surprise  
Sonic

#PensionAttention



PAY YOUR  
**PENSION**  
SOME  
**ATTENTION!**



Scan to listen to "PAY ATTENTION"  
by **BIG ZUU**

PENSIONATTENTION.CO.UK



primesight

Case study: <https://www.teamspiritfs.com/work/abi-and-plsa>

**So, ask yourself these questions:**

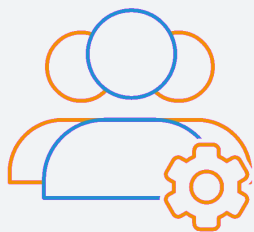
**Does my brand or campaign pass the memory test?**



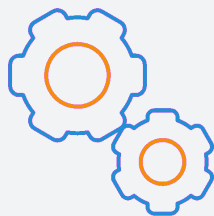
**Is my brand world well applied across all touchpoints and channels?**

# Working in partnership with TS

## 4 reasons to choose Teamspirit



**Engagement specialists** who know your market



Strategic **integrated** approach from the inside out



Expertise that **drives results** and **change**



Inspired **creative thinking** and delivery

# THANK YOU



To download a copy of these slides and our insights report scan here

If you would like to talk in more detail about creating impactful and memorable campaigns, please get in touch [sklein@teamspiritfs.com](mailto:sklein@teamspiritfs.com)

