

Banking marketing today:

4 personas you need to know



Defining emerging personas at a glance



Recent College Graduate

Name: Nikil

Age: 25

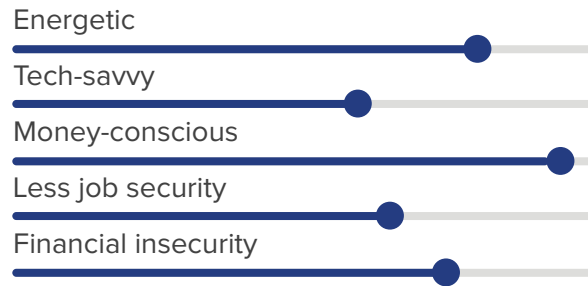
Family: Single

Insurance priorities:

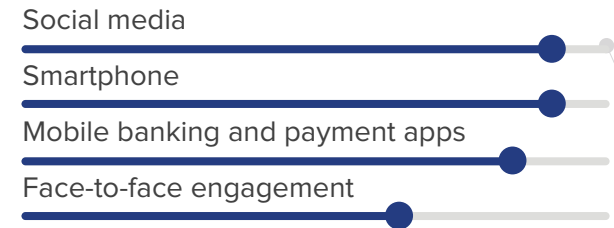
Health, savings, investment



TRAITS



CHANNELS



MOTIVATIONS

- Valuing convenience in their banking experience
- Receiving personalized offers; willing to share data in exchange for tailored experiences
- Prioritizing savings over spending and planning long-term financial goals, such as home purchase



CHALLENGES

- **Financial worries:** Struggling to maintain financial stability due to low disposable income and growing responsibilities
- **Confused about banking:** Confused about how to start a bank account and what products are the most suitable given lack of financial management skills
- **Commitment averse:** Not ready to commit to one bank so they can switch to better alternatives



Defining emerging personas at a glance



The Emerging Entrepreneur

Name: Olivia

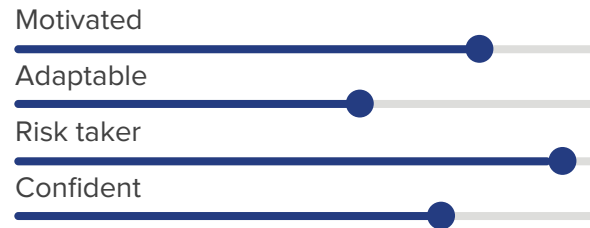
Age: 28

Family: Married, no kids

Insurance priorities:
Savings, investment



TRAITS



CHANNELS



MOTIVATIONS

- Seeking worthwhile loan options to grow their business
- Looking for cost effectiveness and incentives
- Finding a bank that understands their unique needs and with which they can build a long-term relationship
- Balancing spending and saving for the future



CHALLENGES

- **Too many expenses:** Difficulty tracking all of their expenses and financial commitments
- **Burdened with debts:** Straining to juggle paying off their personal debts, mortgage(s), and business loans



Defining emerging personas at a glance



The Happily Married

Name: Sam & Mia

Age: 32 & 30

Family: Married with young children

Insurance priorities:

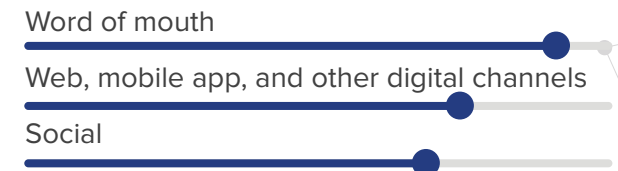
Life, health, disability, investment



TRAITS



CHANNELS



MOTIVATIONS

- Providing the best for the family
- Looking for reliable savings and insurance plans
- Making worthy investments for future, long-term gains



FRUSTRATIONS

- **Digitally savvy/skeptical:** Though adept at interacting with brands via various digital channels, still bothered by privacy concerns
- **Prioritizing finances:** Overwhelmed by all too many financial choices and products required to support a growing family



Defining emerging personas at a glance



The Ready to Retire

Name: Francisco

Age: 55

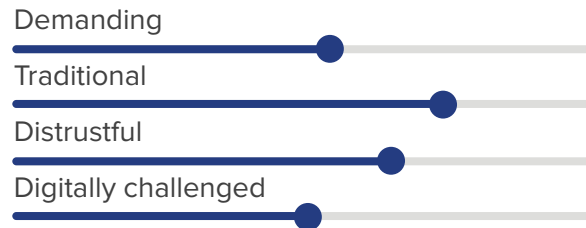
Family: Married with adult children

Insurance priorities:

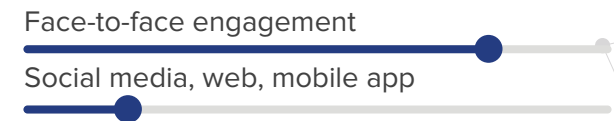
Existing policies, claims, transfer of ownership



TRAITS



CHANNELS



MOTIVATIONS

- Managing their financial resources well to deliver maximum benefits
- Accessing discount offers to mitigate financial burden
- Getting expert support for asset management
- Enjoying their retirement years



FRUSTRATIONS

- **Digitally left behind:** Needing attentive, tailored support to make using digital processes easier and to understand the benefits of online banking
- **Seeking a personal touch:** Uncomfortable or frustrated with the lack of one-on-one attention in certain online banking services

