Sponsored by

Insight partner

Financial services tracking report

2013

Contents

Introduction

In the past two years, we have seen the unprecedented growth of information, in the form of data. The way we all use and interact with data is changing the way we go about our daily lives and influencing our businesses.

The DMA Financial Services Council believes in sharing information that can help inform our industry as we do business in these uncertain times.

This, the latest Financial services tracking survey, brings together data and insight on our market. Run in December 2012, the survey continues to provide a useful barometer for all our members. The challenge is how do we use this data?

So what have we learnt? As the scandals and bad publicity from the slow and painful death of PPI through to Libor fixing take their toll, it is no surprise that consumer trust with the financial services industry is lagging alongside media and government, who are also suffering from scandals and poor perception with the public.

On a more positive note, there has been an encouraging, yet slow, uplift in the levels of trust in financial services since the drop in the summer of 2009, although this uplift has been flattening out since December 2011. The green shoots of recovery, often spoken about, still need a great deal of attention and care.

So what do consumers want from our sector? They continue to look for both an online and high street presence, perhaps as a sign of commitment to customers. Customers are taking more responsibility for their decisions, gathering their own information and reaching out to their social network for recommendations (or examples of poor experiences). Therefore, looking after existing customers in order to attract new customers has never been more important.

New technology such as contactless payment and using social media to interact with a bank is still in its infancy, but don't let this dissuade you, the drive and innovation is needed, especially as we look forward to the future customer who will definitely be more digital savvy.

We hope that you find this survey useful and informative, please feel free to share any comments or feedback you may have.

Ian Holmes-Lewis
Head of Market, ReMark International
ian.holmeslewis@remarkgroup.com
Member, Financial Services Council, DMA

fast.MAP's perspective

The fact that Financial Services continues to track so low in terms of trust is no great surprise. However, simply looking at the headline of trust hides a complex set of challenges for marketers, as satisfaction and NPS scores are not as negative as might be expected. People might not trust the sector as a whole, but that does not reflect on their day-to-day experience with the banks they use.

A key opportunity for many providers is that there's a range of non-core services that their customers are in-market for - and they will consider their main bank for these. But consumers have been trained over the years to shop around and to focus on headline numbers such as interest rates to compare costs. In this market, it's unlikely that consumer will pay a premium to stay loyal, so marketers have to listen hard and focus on value.

Paul Seabrook
Director, fast.MAP
paul.seabrook@fastmap.com

Sponsors perspective

Affinion International is extremely pleased to sponsor the sixth annual FS Tracker Report. In the six years the report has been produced, the UK financial services industry has gone through a near unprecedented period of change – so the tracker has played an invaluable role in capturing the effects of these changes on consumers and their attitudes.

This period of flux has caused many to be pessimistic about the state of the UK banking industry – and some statistics in the tracker do give pause for thought. However, there is plenty to be optimistic about too. Satisfaction rates are generally high, for example, with some stand out examples amongst the major players.

The tracker shows us that consumers and their needs are changing, so it is crucial that banks evolve too. As a partner to many UK financial institutions, we know how important it is for banks to put customers at the heart of product development and make sure they are offering the right choice of products. The institutions that go beyond the current or savings accounts that most customers hold, to offer other desirable products, are the ones that will prosper.

Whilst the average customer holds only two products with their main bank, it is consumers who also hold added value products that are most likely to recommend their bank to their friends and family – so it is vital for banks that they are offering products that customers want and need.

2013 is shaping up to be every bit as interesting as the previous five years. We hope that everyone who studies the FS Tracker Report, will find it illuminating, engaging and interesting and a helpful guide to some of the priorities for the year ahead.

Giles Desforges
Senior Vice President
Northern Europe, Affinion International

Executive summary

As consumers start to tentatively re-enter the market for financial services, there is a growing risk of a knowledge gap emerging. Consumers say that regular advertising is not important to them (suggesting they remain partially "blind" to the messages providers are putting into the market) and increasingly say they can't find unbiased advice (almost certainly due to a decline in the number of independent financial advisers). But their digital habit of looking online for information has opened up a path for brands - consumers are more likely to go directly to a provider's website than to their local bank branch.

If banks are to stabilise their customer and asset base, they need to increase multiple product holding. Currently, this is stuck at around two products per customer - and these are typically current and savings accounts, rather than more profitable insurance-based products or investment vehicles.

The most positive indicator for banks is that customer satisfication scores are generally strongly positive and for some brands convert into powerful levels of recommendation. On the back of this engagement among customers, banks and building societies can look to sell-through added-value products, such as packaged current accounts which provide a bundle of services in return for a fee and new generation offers, like gadget insurance and VIP Lounge access. With pressure on free banking, these will need to be made more attractive to customers, however, since the vast majority expects to continue to bank without paying for the privilege.

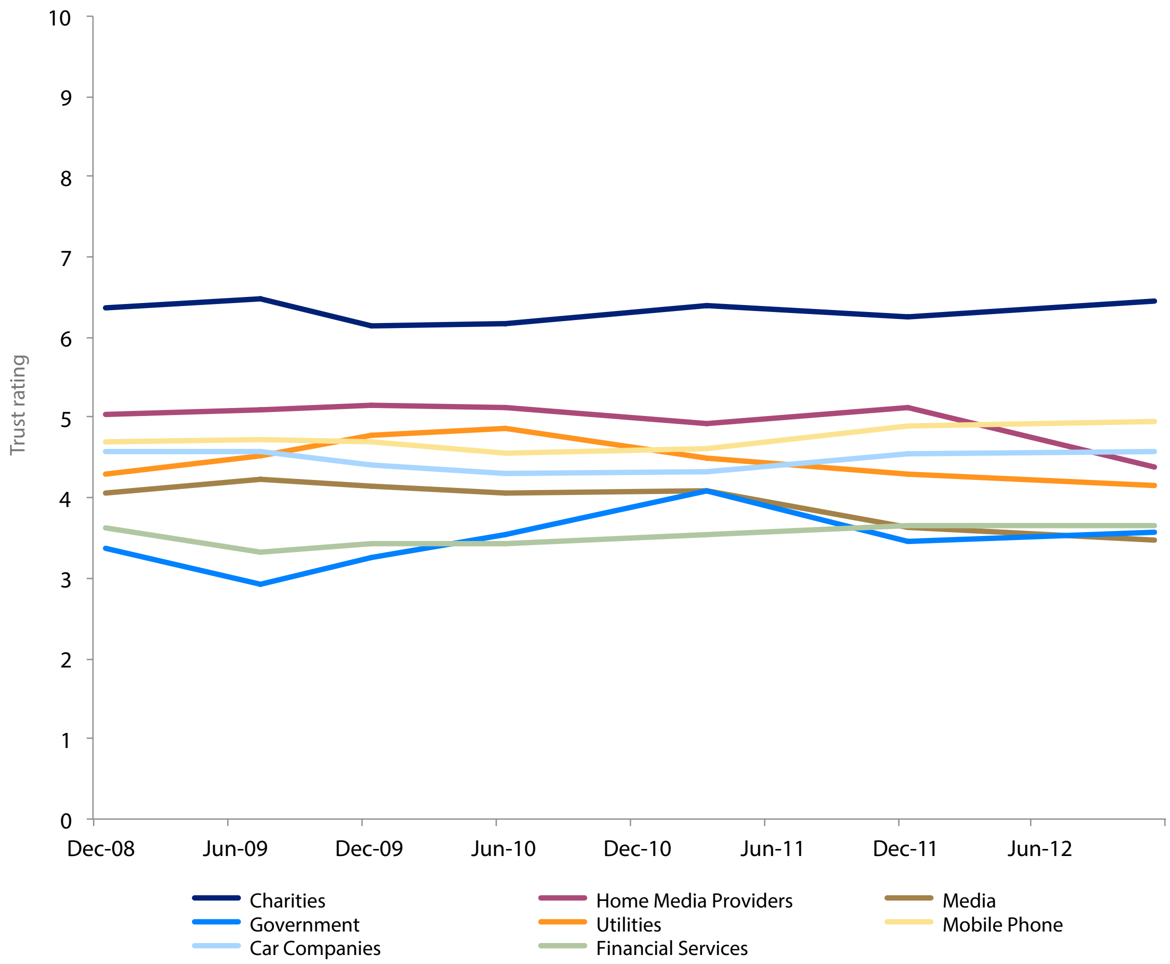
"Runaway" products still typify this marketplace - that is, customers of a bank are more likely to look elsewhere for other products, especially mortgages and all the related services (such as life insurance, pensions, house contents and buildings insurance). Building on the existing banking relationship should be a way forward for this sector, provided banks can rebuild trust - there are signs of this starting to happen.

There are also some signs of green shoots of recovery, with consumers starting to say they are willing to consider buying non-core products in the next 12 months. These are potential quick wins for banks, although they face strong competition from online providers and comparison websites.

Account switching is still a minority activity, reflecting engrained habits. As online access overtakes visiting a bank branch, this does create a chance for new entrants and challengers to get a foothold in "starter" products (current and savings accounts).

If switching rates are low, it is because customers appear satisfied with their banks overall. While good news in terms of retention, caution is required about assuming customers are becoming advocates. Converting satisfaction into a recommendation demands a very high level of customer satisfaction (a score of eight out of ten or more) to really fly, however.. Word of mouth alone will not make this happen - product delivery and customer service, combined with competitive pricing, remain the cornerstones of this sector.

1. Trust and satisfaction with financial services



1.1 Consumer trust by industry sector

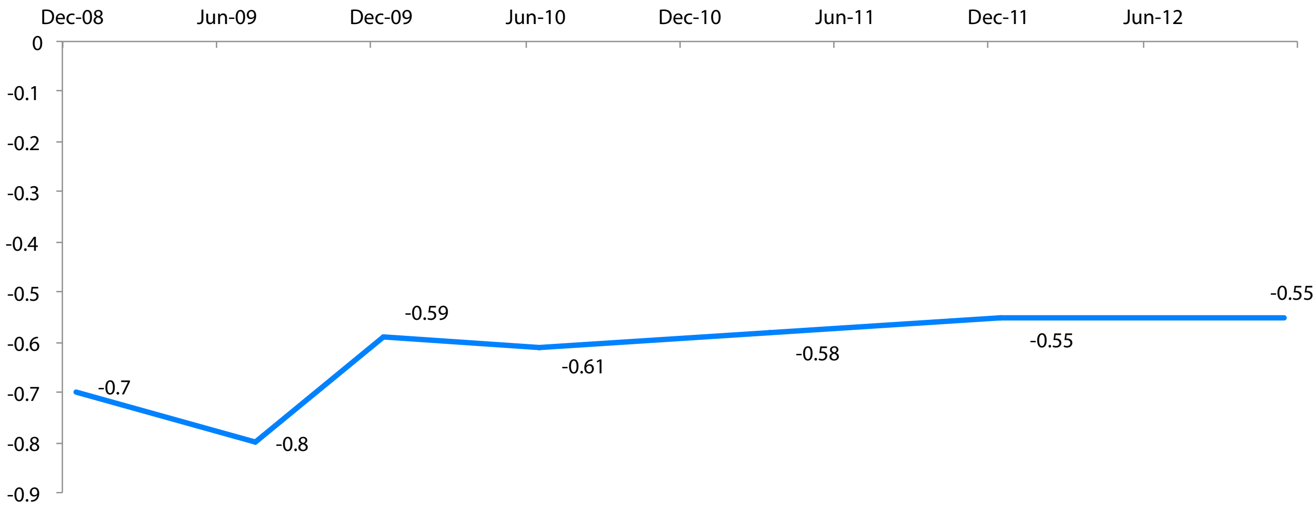
Consumers have a hard time trusting organisations in times of austerity. Across the seven waves of research since December 2008, levels of trust for most sectors have hovered around the mid-range when respondents are asked to rate each sector from first to eighth.

Trust in industry sectors can clearly be seen to operate at three levels. Charities have enjoyed an elevated status as the most trusted sector, undoubtedly reflecting their objective position "doing good" in the world. This level has been maintained across the last four years.

In the second tier sit commercial organisations providing services that consumers use every day - Mobile Phones, which have steadily risen to become the second most-trusted sector, although still some way behind Charities; Car Companies, which in third place now enjoy their highest standing since the survey began; Home Media, which have suffered a fall from grace having consistently been rated second until now; and Utilities, whose trust ratings have slipped significantly since 2010.

A third group suffers from trust ratings which are below average. Financial Services heads this group and has seen some improvement in its ratings, having in recent years been either second to last or even the least-trusted. Media and Government make up the rump of this group. All three of these sectors have been suffering from high-profile difficulties and scandals that have undoubtedly contributed to an erosion in consumer trust.

1.2 Trust in financial services to look after consumers



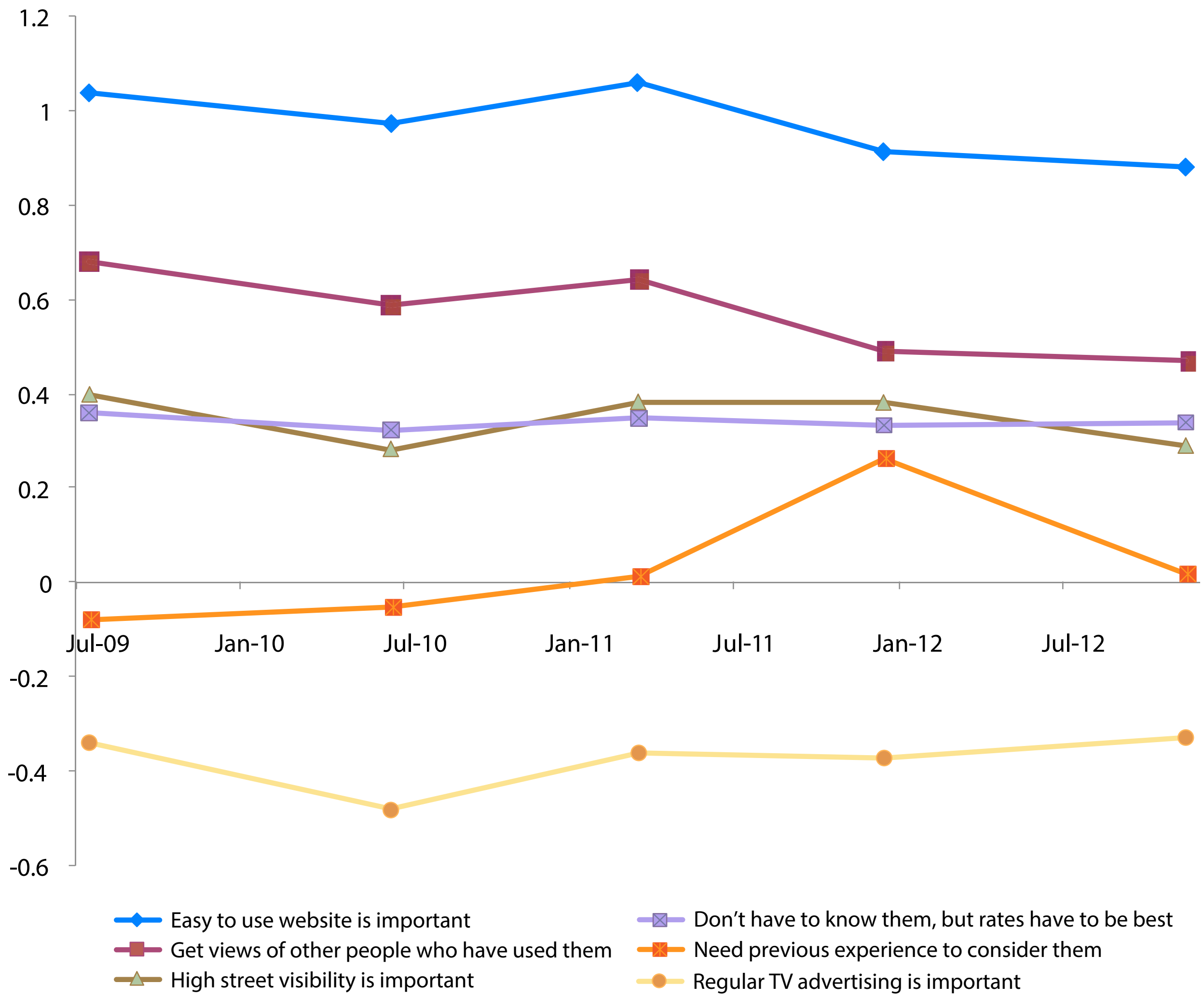
Scale: 2 = Strongly trust; -2 Strongly distrust

Compared to other sectors, Financial Services companies have been seeing a slight improvement in the trust consumers place in them. There is still some way to go before the sector as a whole regains a good standing in the eyes of consumers, however, even though satisfaction with specific providers is strongly positive.

Asked whether they trust the financial services industry to look after their interests, there is a net negative balance of -0.55 among consumers. This means more consumers do not believe this to be the case than do, although the balance is gently moving towards the positive.

It is clear that product mis-selling scandals and the high profile difficulties of many banks are contributing to a view among consumers that the industry is still looking after its own interests rather than those of its customers. Recent initiatives, such as Funding for Lending, may help to lessen this lack of trust as consumers begin to enjoy better access to products and services.

1.3 Factors in building trust in financial services



Scale: 2 = Strongly trust; -2 Strongly distrust

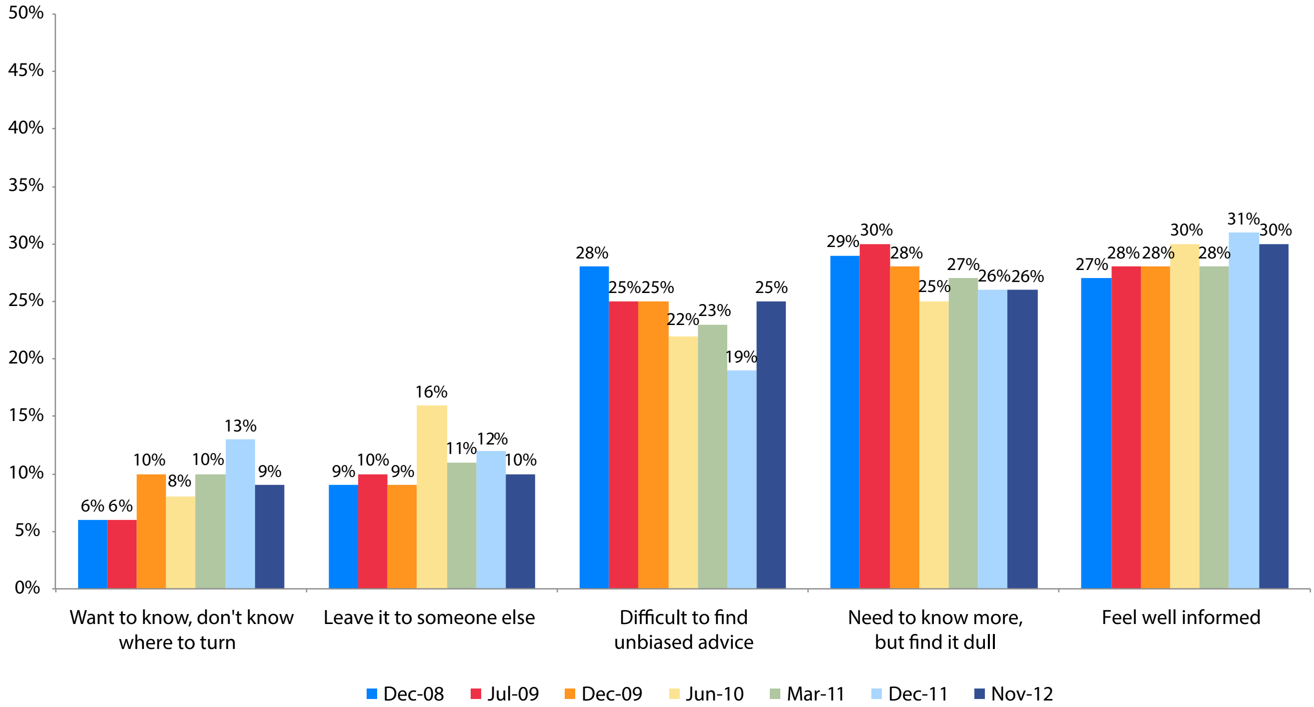
Trust is gained through a range of activities which the consumer experiences - some of these make a more positive impact than others. It is worth noting that, overall, the five factors in building trust have all seen a lessening in their impact across the course of the survey since this question was first asked in 2009.

The convenience of online remains the most important trust-building aspect of financial services for consumers with a clear, if marginally reduced, benefit to service providers. When asked directly what generates satisfaction with their bank, customer service still leads with 61% giving this the highest or second highest score, while online banking ranks third with 57% putting it in their top two factors. This difference between the elements in corporate trust and those in customer satisfaction needs careful consideration - for example, High Street visibility is scored at half the level of an easy-to-use website, revealing the greater importance to consumers of virtual over physical access.

Given the key role that online access plays, it is not surprising that the views of other users are the second most-important driver of trust - social networks online provide ample opportunity to exchange such views. Yet word of mouth (WOM) has lost nearly one third of its rating since 2009, suggesting a possible growth in scepticism about what other customers might be saying.

Price has emerged as the third most important dimension in trust, although only because of a decline in the ratings for WOM and High Street visibility, since its own score has been stable. Consumers do not have to be customers in order to consider a provider - this has returned to neutral as a factor - perhaps suggesting a modest rise in activity in the marketplace. Advertising might be necessary to reach these prospects, yet it still attracts a negative score for trust overall.

1.4 Level of knowledge of financial services

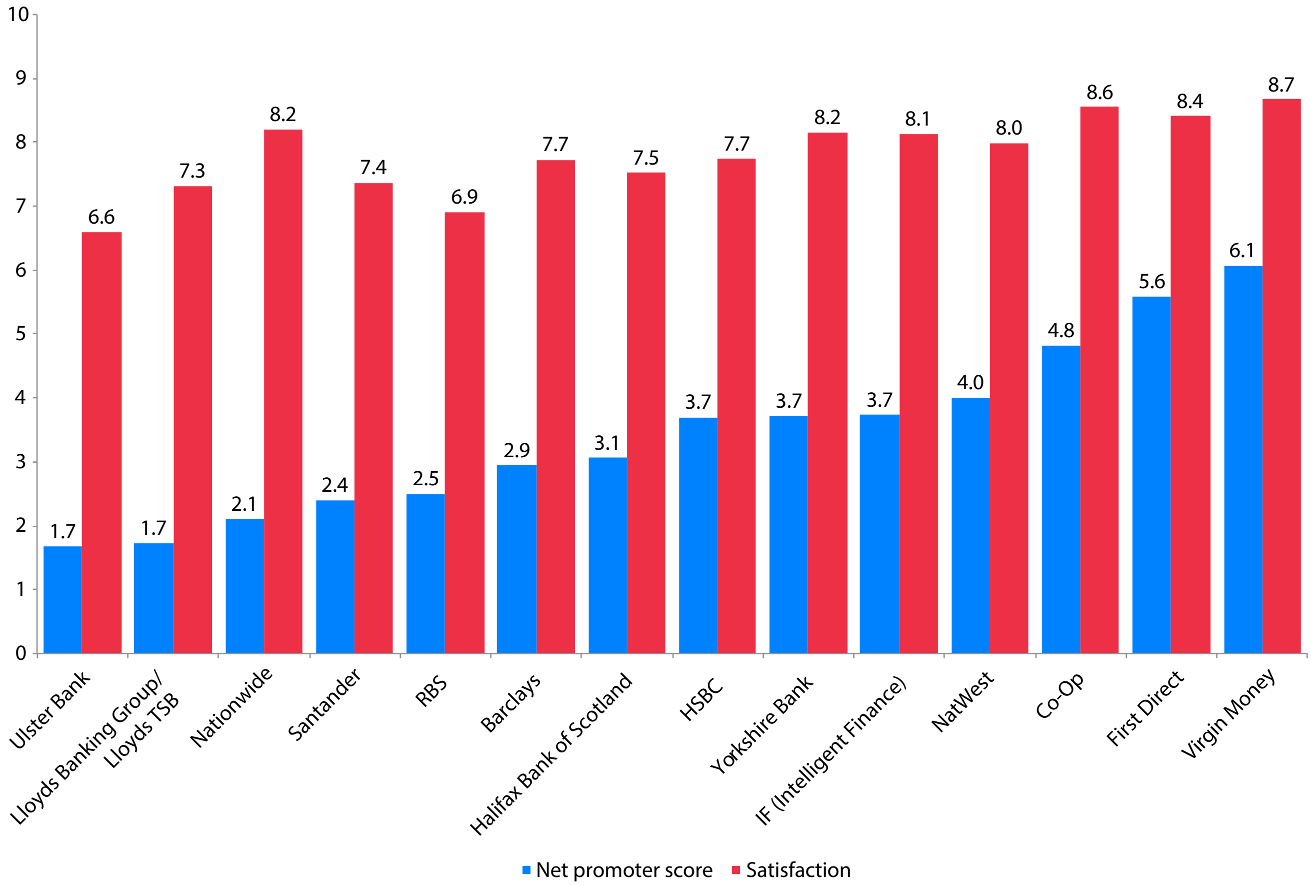


Having seen a decline in the number of consumers who find it hard to get unbiased advice, there has been a spike in November 2012. This could reflect closures of bank branches and fewer independent financial advisers remaining in business, although those are both ongoing trends, rather than sudden events. An alternative explanation is that consumers have discovered that apparently unbiased sources, such as comparison websites, actually have their own commercial bias built in.

If consumers distrust advertising, it is perhaps no surprise that around one fifth of them say they want to know more, but do not know where to turn or simply leave such decisions to somebody else. Gaps in their knowledge will be hard to fill if they are not open to receiving information via advertising.

By contrast, three out of 10 do feel well informed, a proportion that is steadily, albeit slowly, rising. It remains a struggle for a quarter of consumers to overcome their sense that financial services are dull, even though they recognise the need to know more.

1.5 Customer satisfaction with banks and net promoter score



Scale: 10 = High; Low = 1

Financial services marketers are constantly looking to link up cause and effect - by building trust in the company, they can drive up customer satisfaction which, in turn, should convert into a willingness to recommend the company to others. Since word of mouth is the most powerful influence, that is a highly desirable outcome.

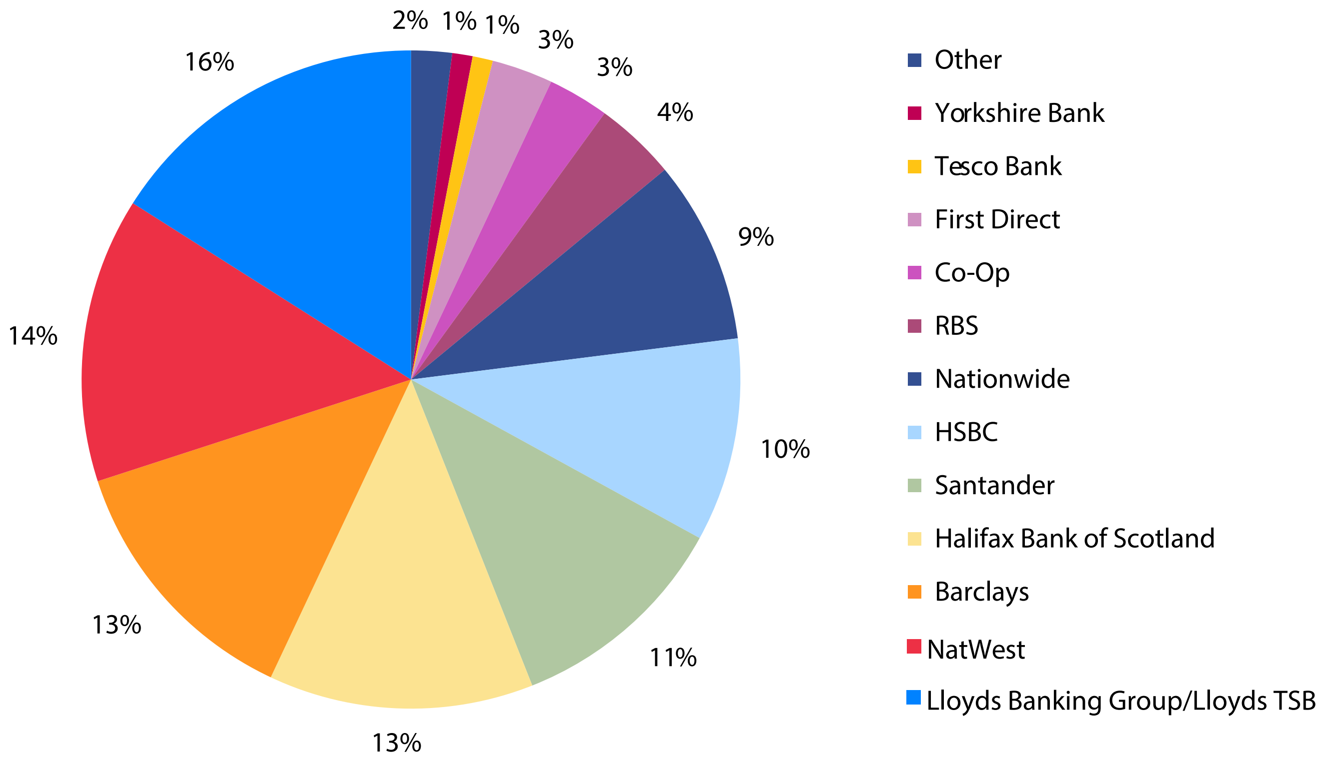
Conversion of satisfaction into recommendation is not a given, however, and may require a significantly high threshold to be reached. Across the 10 banks named by more than 3% of consumers (plus four others that achieved high scores on customer satisfaction), all achieved satisfaction rates above the two-thirds mark on a scale running 1 to 10. That suggests a good degree of happiness among customers of all these brands.

A handful have notably high ratings for satisfaction, led by Virgin Money (8.67), First Direct (8.41) and Co-Op (8.55). These three banks also benefit from a Net Promoter Score (NPS) which indicates that around half or more of their customers would recommend them to a friend or member of their family. (NPS is calculated by subtracting the proportion of consumers giving scores of between 1 and 6 from those scoring 9 or 10 for likelihood to recommend.)

As can be seen, these companies convert satisfaction into positive word of mouth at a much higher rate than other banks. While a second tier of banks - NatWest, Intelligent Finance, Yorkshire Bank and HSBC - have reasonable NPS outcomes given their levels of customer satisfaction, for the rest, the impact is only mildly positive.

A strong emphasis on customer satisfaction to push up scores seems likely to deliver a real return in the form of better NPS. The key elements in satisfaction according to consumers are customer service, availability, online banking, local branches and rates of interest - all scored 9 or 10 by half or more of consumers.

2.Banking products and services



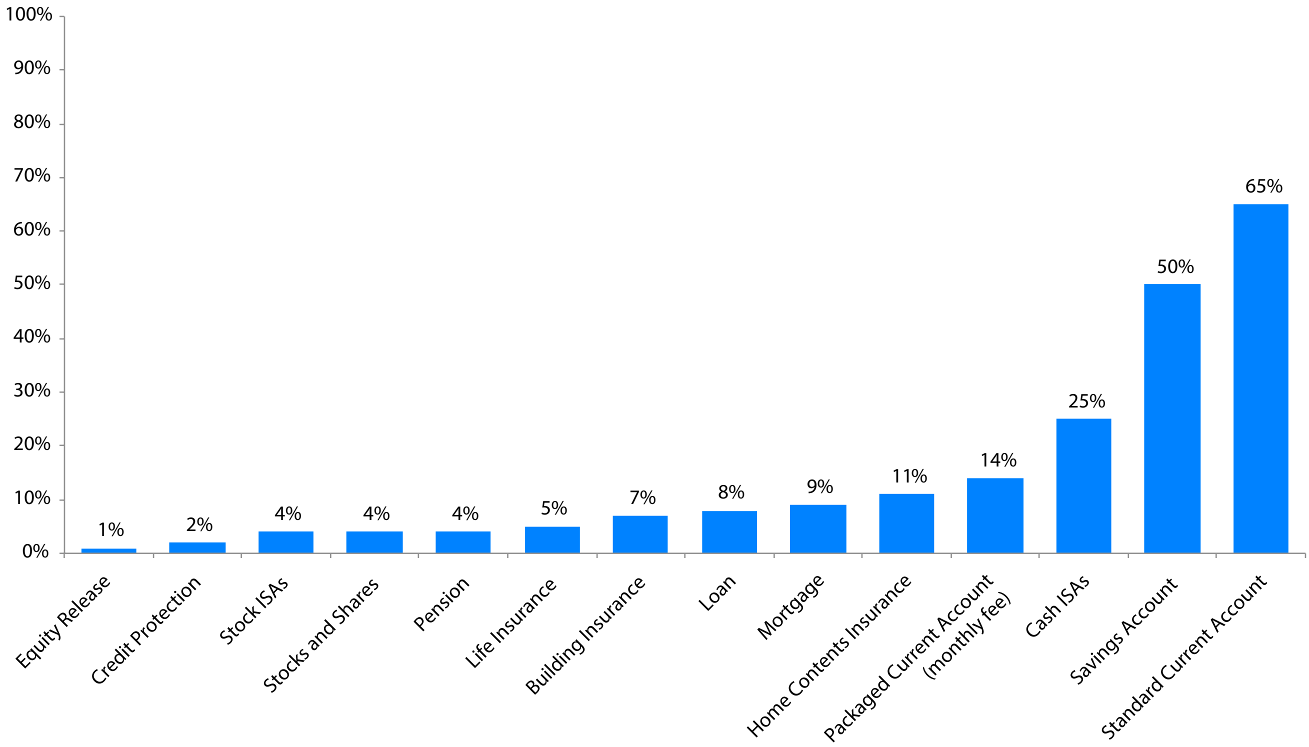
2.1 Main banking provider for consumers

Competition to provide banking services to consumers does not appear to be opening up the marketplace in the way that might have been expected. Just seven major brands are named by 85% of consumers, with a clear first division made up of Lloyds, NatWest, Barclays and HBOS, followed by a second division of Santander, HSBC and Nationwide.

Consumers clearly remain reluctant to switch banks, despite the breadth of options available. Indeed, 78% specifically say they are unlikely or very unlikely to switch in the next 12 months, compared to 12% who say they may do so. Incentives to move provider are either limited or insufficient to change this behaviour.

As a result, the most recent entrants to the market are struggling to build share. First Direct was launched in 1990, yet is still only named by 3% of consumers as their main bank, for example. More recently launched, Tesco Bank has attracted only one in 100 consumers, despite the massive weight of the supermarket brand behind it.

2.2 Main products held with banks

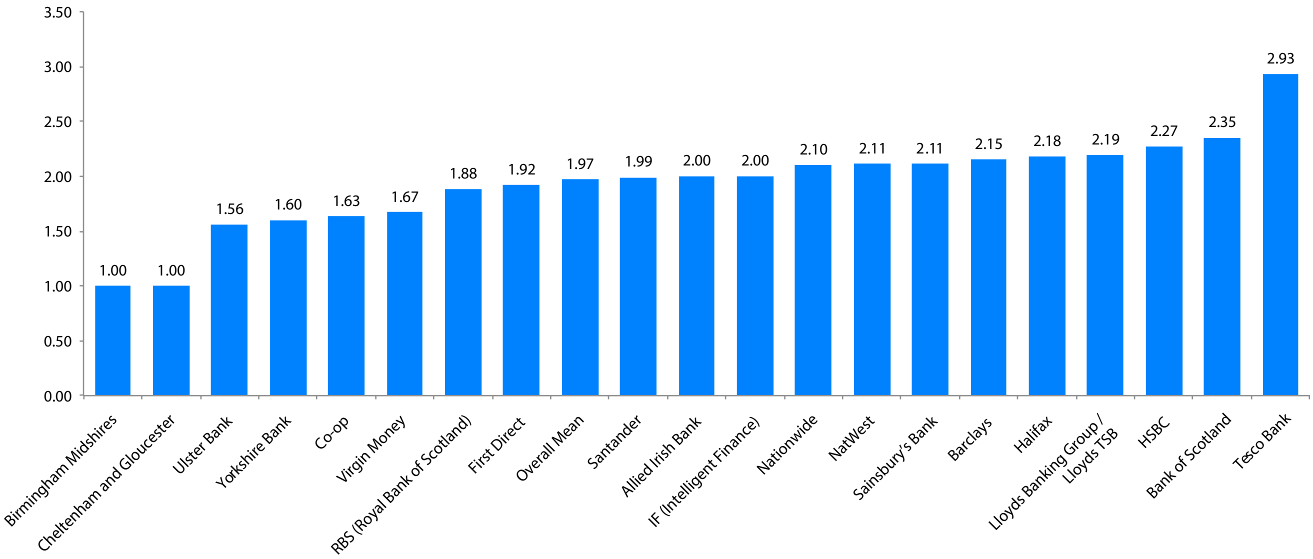


Banks make most profit from investment and lending products, rather than straightforward deposit taking and transactions. Yet for consumers, standard current accounts and savings accounts remain the principle products they hold with their main bank. Two-thirds have a primary bank account, with half holding a savings account.

Only cash ISAs have made any headway in cross-selling terms with one quarter of consumers now holding one. More promisingly, 14% of consumers have a packaged current account which offers additional benefits in return for a monthly fee. These are a relatively new introduction and have grown quite rapidly. Even so, 82% of consumers receive free banking and only 11% do not expect to get free banking in the next two years, against 67% who do and 23% who think it probable.

It is especially notable that under one in 10 consumers say they hold their mortgage with their main bank, a major selling opportunity which banks appear to be struggling to realise. There is also a major market gap in the 66 % of consumers who do not have either home contents or buildings insurance. Levels of product holding for other investment or insurance products reflect the generally low level of involvement consumers have with these from any provider.

2.3 Multiple product holding with main bank

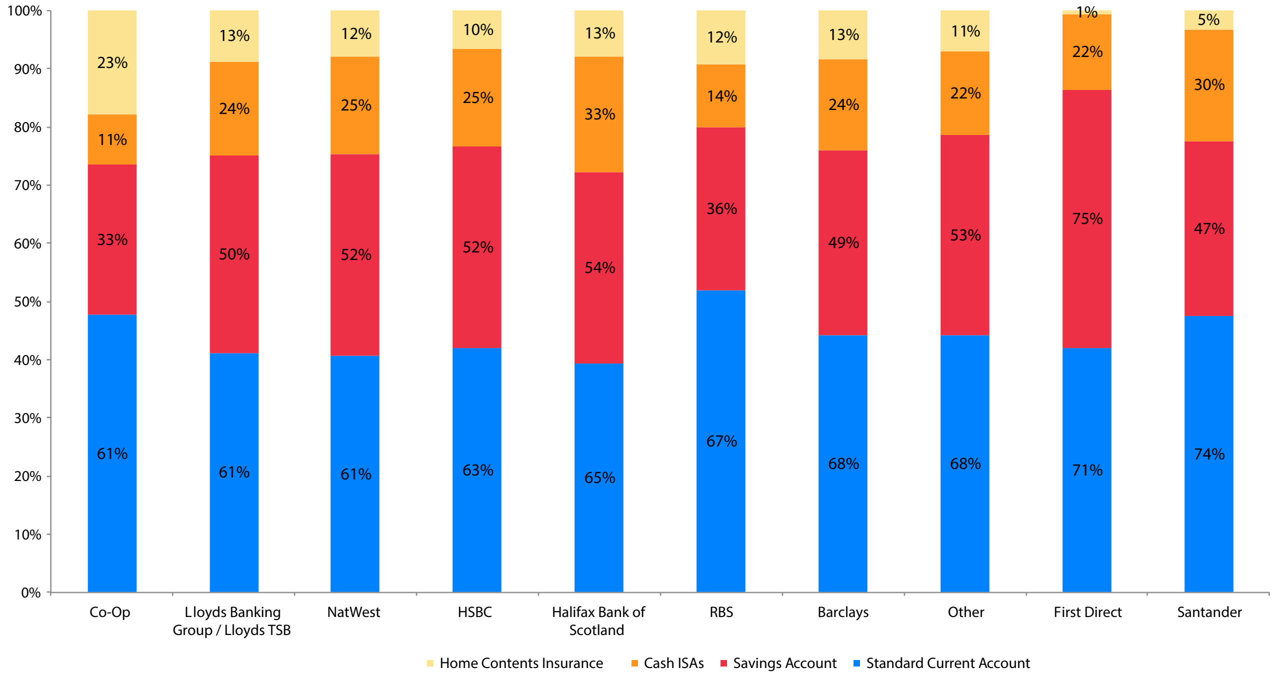


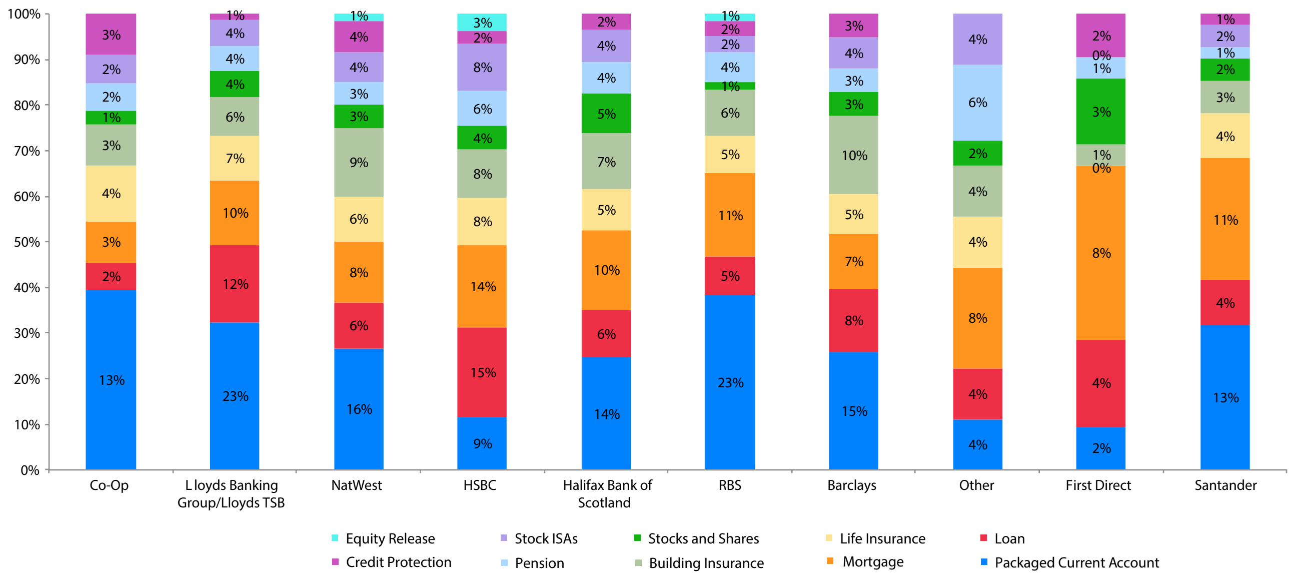
It is well known to financial services marketers that the more products they can sell to their customers, the more profitable those customer relationships become. Through a bigger share of wallet, customer tenure tends to be longer, reducing the cost of selling to existing product holders.

Yet banks still struggle to get beyond a single cross-sale with the average number of products held at the main bank standing at 1.97. Eleven of the banks named by consumers are clustered around this figure, with just two - Bank of Scotland and HSBC - achieving significantly above-average levels of product holding.

Among smaller operations, the ability to sell multiple products appears to be limited - it is notable that challenger brand Virgin Money and ethical provider Co-Op both have below-average levels of multiple product holding among consumers. Improving this rate in the long term will be critical to their ongoing success.

2.4 Multiple products held by bank



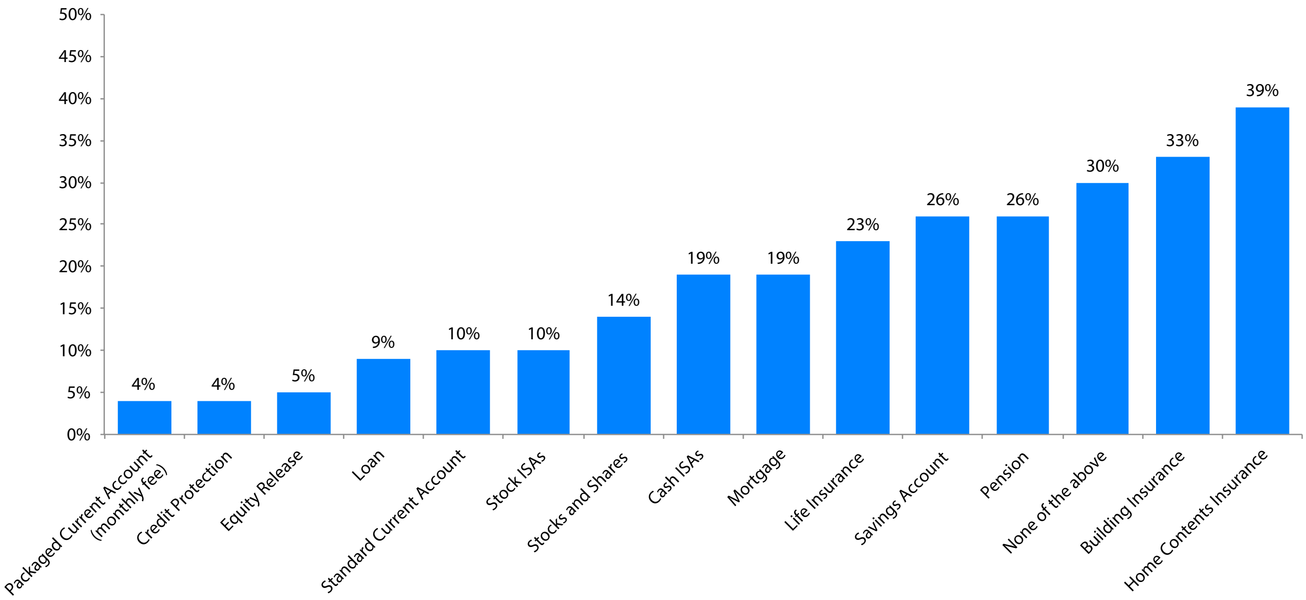


The profile of products which have been cross-sold to customers is very similar across all the main brands. Unsurprisingly, the standard current account is the main point of entry which at least six out of ten customers will hold. Savings accounts are the typical second product - First Direct is unusual in having marginally more consumers saving than banking with it. Other banks still have headroom among their primary account holders into which they could sell savings accounts.

Gaining a monthly fee for current accounts in exchange for additional services has been most successful at Lloyds and RBS, where nearly one quarter of customers have adopted these products. While the other main banks have also made good inroads with this proposition, few of the newer or challenger brands have done so, even though they might have been expected to innovate in this area.

Banks have been more successful at selling home contents insurance to their customers than mortgages, undoubtedly reflecting the simpler nature of this decision which also has to be made annually. But there is little sign of any one bank performing better at selling investment products than its rivals.

2.5 Products held with other providers

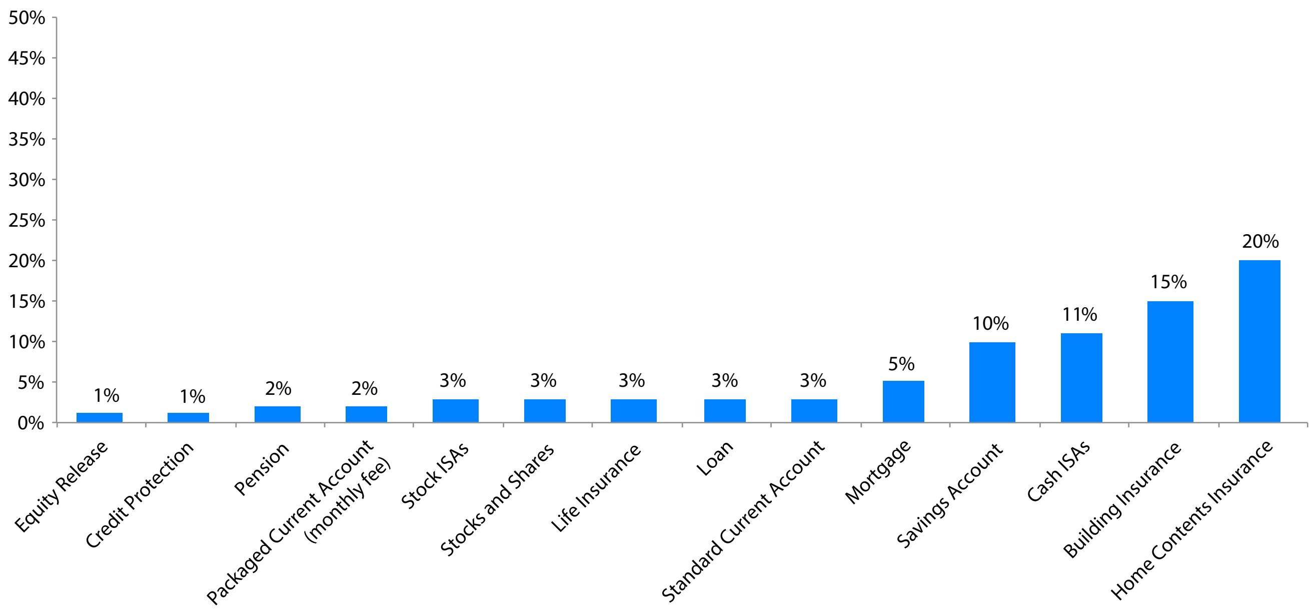


Every product which a bank's customers buy elsewhere is a lost opportunity. These "runaway" products are the most obvious target for marketing efforts since they could be capable of win back, given the existing relationship. The two products most widely bought elsewhere are home contents (39%) and buildings insurance (33%) - both of these are subject to annual renewal, so there are regular chances to gain a sale, but these products have also been heavily targeted by comparison websites.

More complex products such as pensions (26%) and life insurance (26%) require detailed consideration and are often delivered via independent financial advisers. Since one in five consumers get their mortgage elsewhere, however, life insurance (and to a lesser extent pensions) may follow them out of the door as they are frequently linked to borrowing for a house purchase.

Where banks are clearly losing out is around savings accounts and cash ISAs - these are simple products which consumers tend to buy on interest rate, yet the major banking providers are losing up to a quarter of this market. Nonetheless, three out of 10 consumers have not bought any core product from a provider other than their main bank, indicating a useful level of loyalty (or inertia).

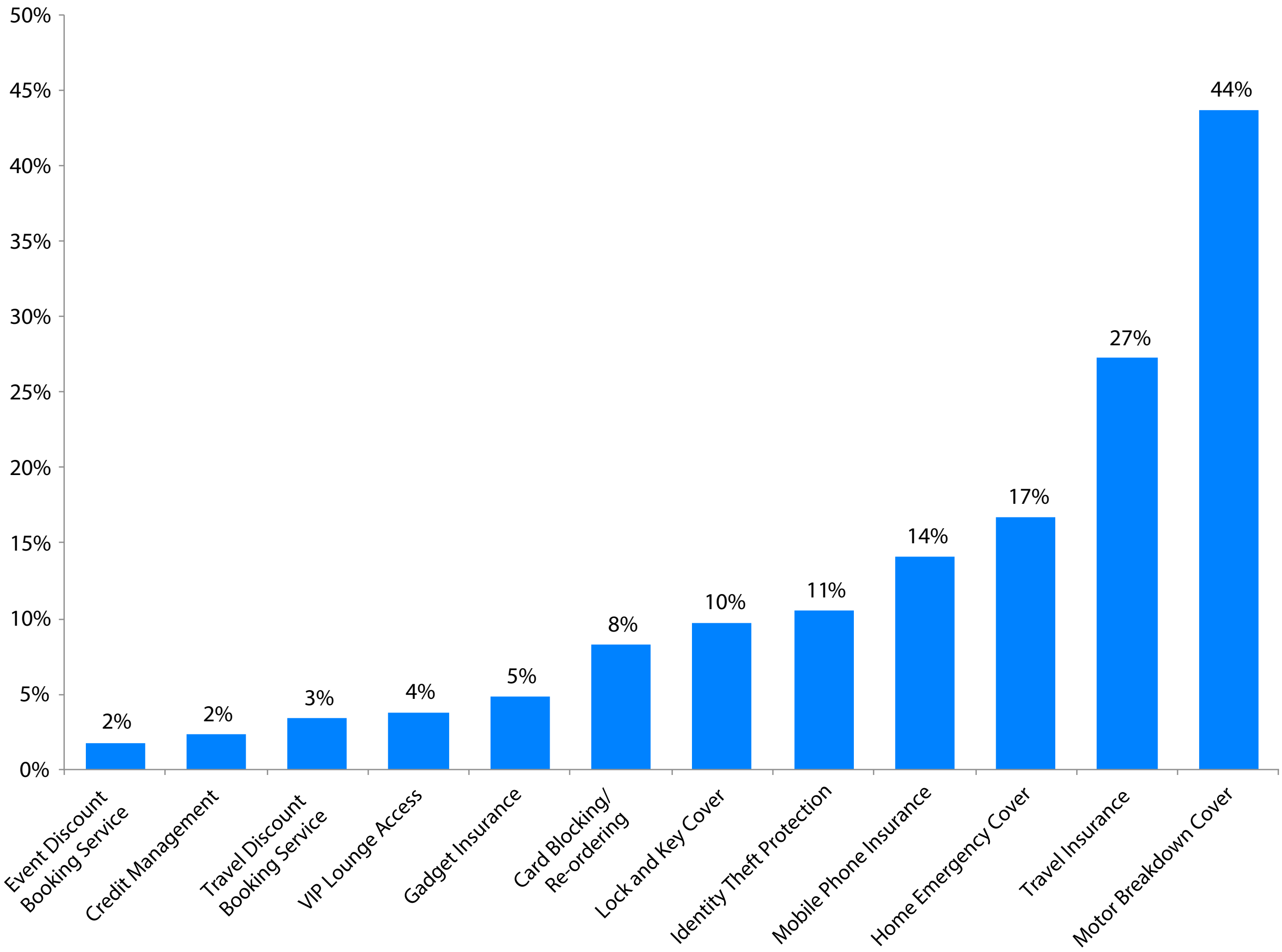
2.6 Core products considering in next 12 months



Some financial products have a built-in lifecycle which creates a perpetual opportunity for financial services marketers. Home contents and building insurance are prime examples, since they are renewed annually. This is reflected in the number of consumers who expect to buy them in the next year (20 and 15% respectively). It is likely that this demand has been dampened by the slow housing market, since these products tie directly with house sales - that only 5% expect to need a mortgage is a prime indicator of the slow economy.

Consumers are more interested in savings and investment products like cash ISAs (11%) and savings accounts (10%). But consumer confidence is limited, with only weak interest across the range of other core products. Six out of 10 consumers do not expect to be in the market for any form of product.

2.7 Non-core products held with main bank



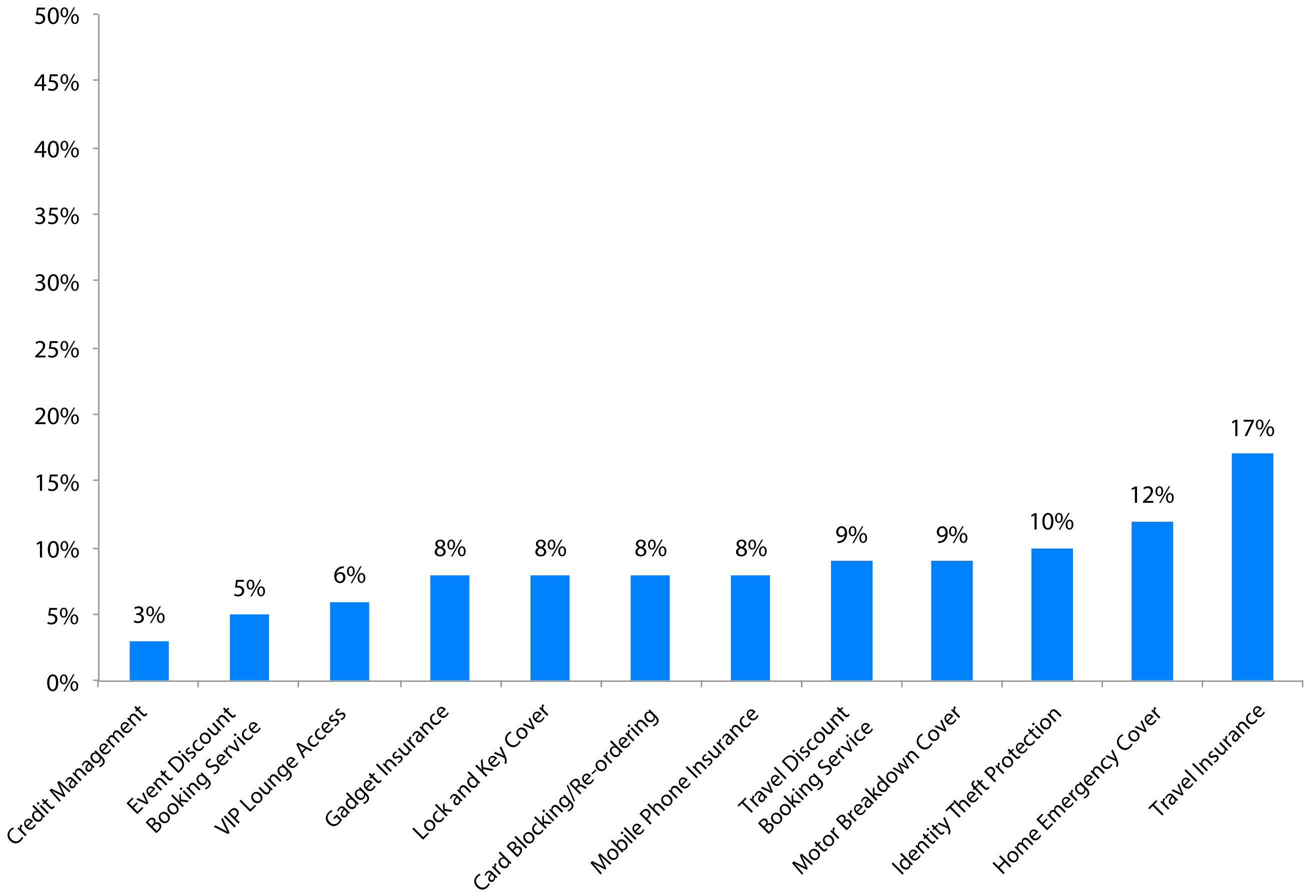
Added value and further profitability can be gained by banks through the sale of products outside of the classic portfolio. A growing range of products is now available that reflect issues in modern life for which consumers might want protection, such as mobile phone and gadget insurance, together with money-saving services, like travel and event discount booking, as well as emerging needs like identity theft protection and credit management.

Travel insurance is a long-running example of a value-adding proposition (and one that is often bundled into fee-paying current accounts) and also has the highest uptake among one-fifth of bank customers.

Competing against recovery services by providing motor breakdown cover is one of the new opportunities which as already achieved significant cross-sale into banks' customer bases and is the most commonly-bought non-core product. However, the more exotic sorts of products are struggling to gain traction, such as gadget insurance, VIP lounge access and credit management.

There are some issues with understanding what some of these products actually do - 15% of consumers said they do not understand VIP Lounge access, closely followed by event discount booking (13%), credit management (12%), Lock and key cover (9%) and card blocking (9%). Perhaps if banks did more to educate customers it could unlock more prospects.

2.8 Non-core products considering in next 12 months

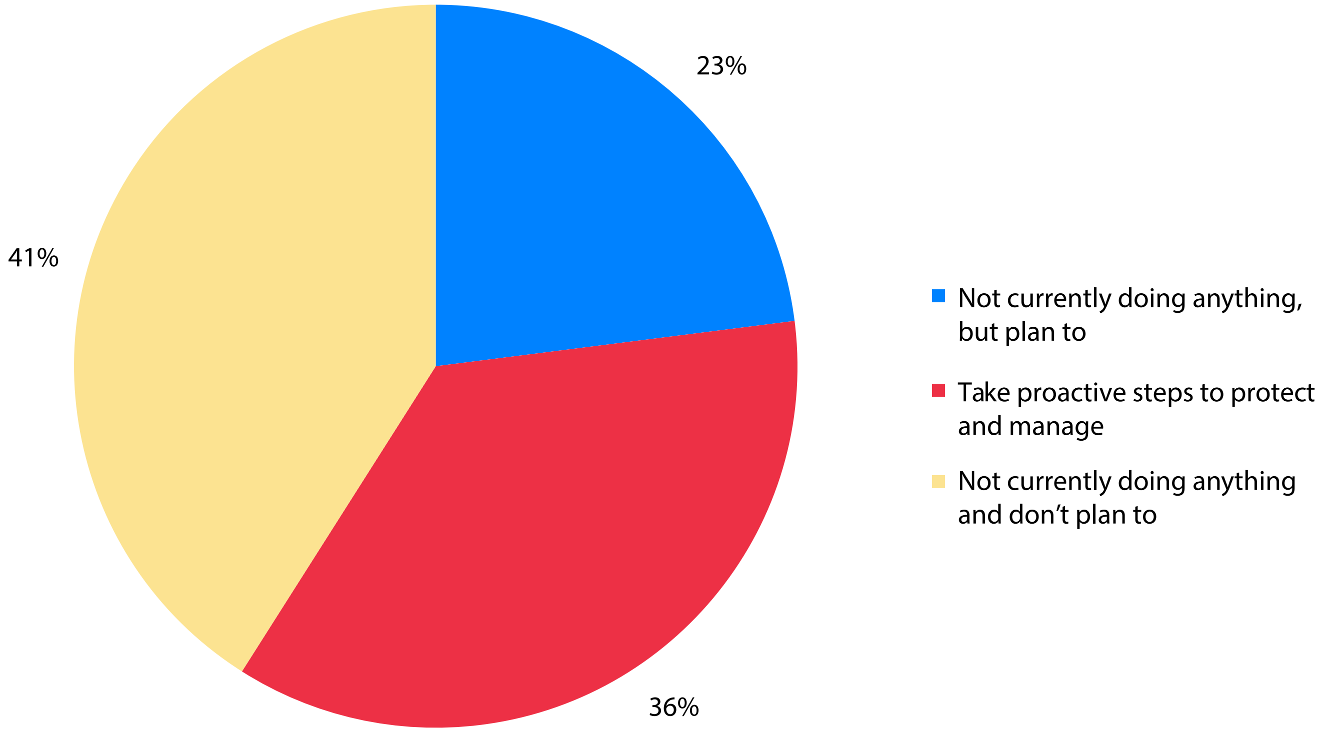


Demand for financial products outside of the core suite appears to be higher than for standard products and also indicates some pent-up demand. More than twice as many consumers say they will consider home emergency cover in the next year as currently hold it (12% compared to 6%), for example.

Travel discount booking services have a significantly higher level of interest compared to current holding, perhaps reflecting more intention to take a holiday abroad in 2013 compared to last year, while lock and key cover, gadget insurance and VIP Lounge access all have high intention to purchase rates considering the current low level of adoption.

Given the lack of knowledge around some of these products, there would seem to be an obvious marketing opportunity in this sector. Given their relative low cost, high margins and ease of distribution, they represent a real chance for banks to extend their customers' portfolios.

2.9 Looking after the credit profile



As one current financial services ad puts it, "past decisions have an impact on what you can do now". Consumers realise that decisions they made about credit during the boom years may be affecting their ability to get loans or credit cards now. Combined with the risks of identity theft and fraud leading to a need to track credit history, it might be anticipated that more consumers would be adopting a more active stance.

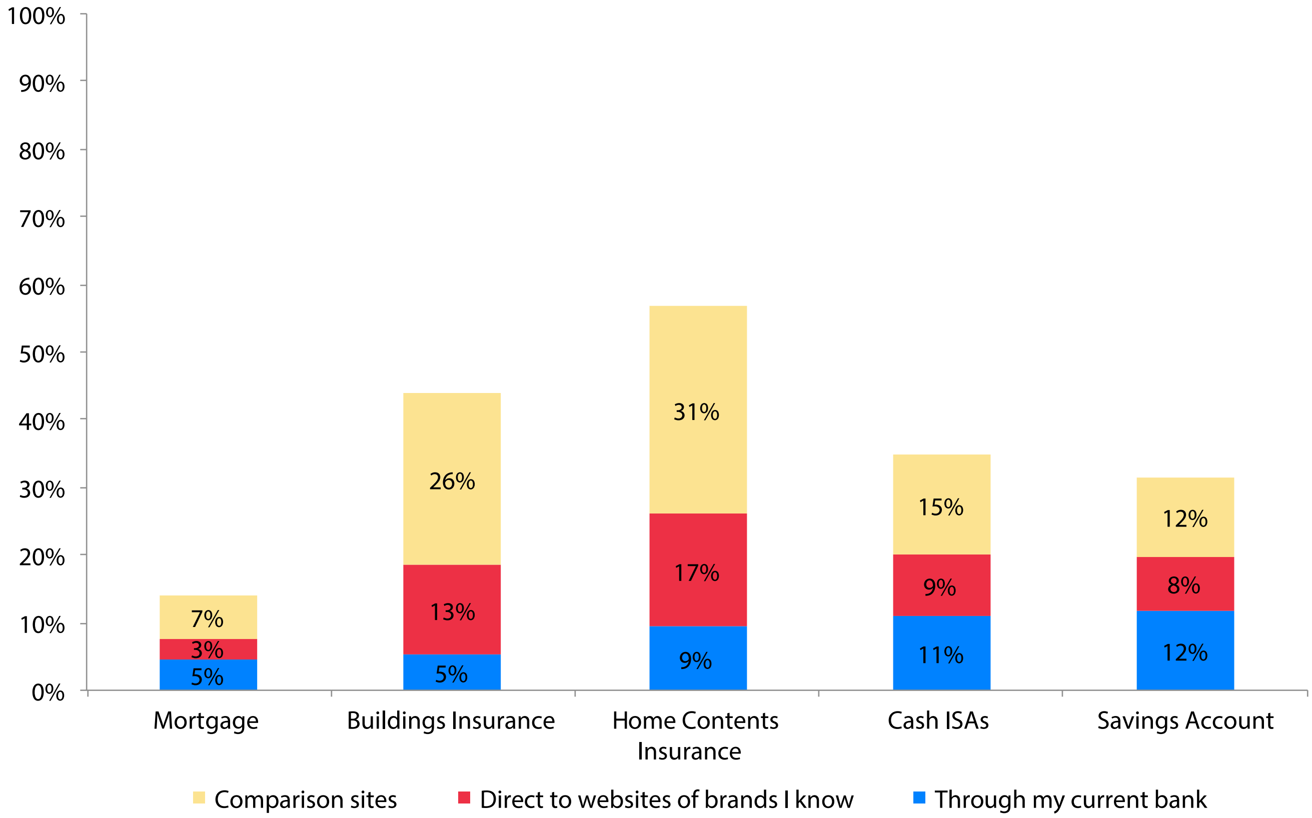
In fact, just over one third (36%) are being proactive by using a credit management service. Heavy marketing of this service has clearly created a market segment which is interested and willing to understand how lenders are scoring them and how to influence that outcome.

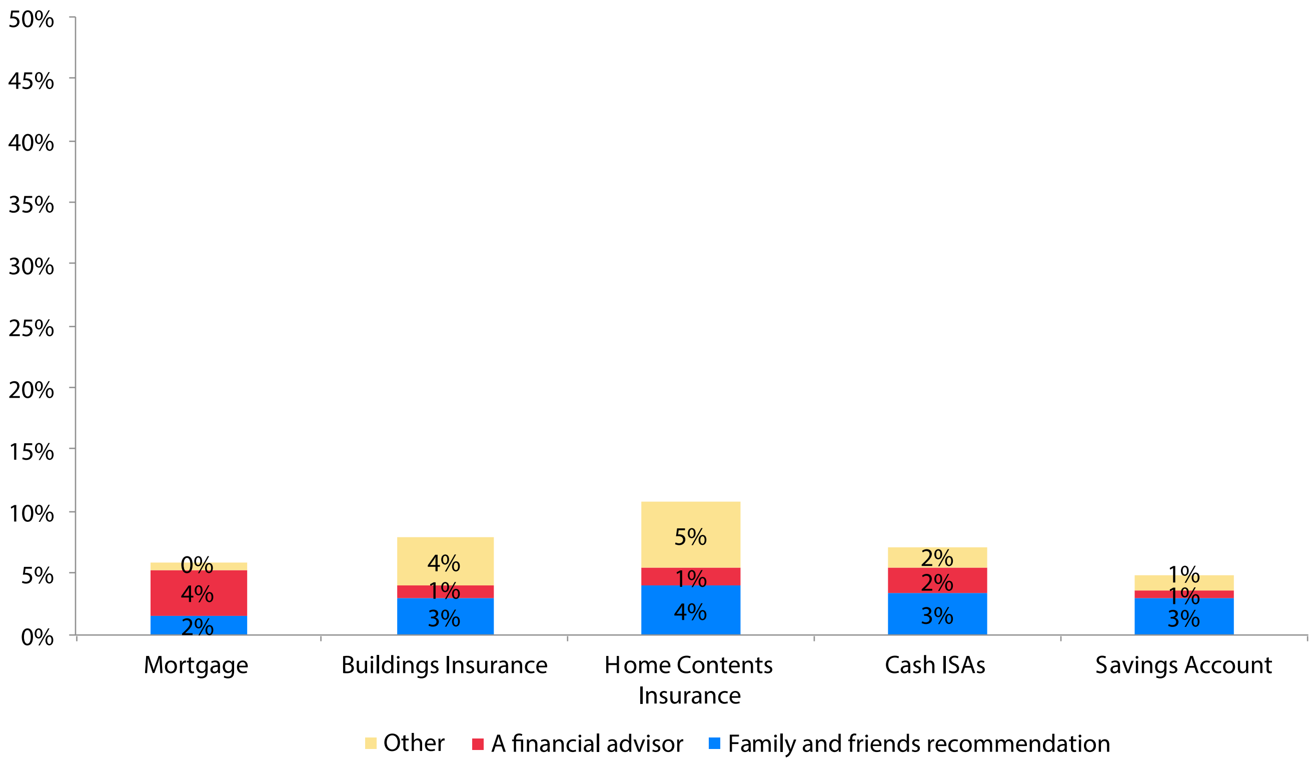
A further one quarter of the market (23%) have recognised the need and intend to take advantage of such a service, even though they have yet to do so. The four in 10 (41%) who are not engaged and do not intend to be are now in the minority.

Notably, 43% of consumers say that their bank should be doing more to help them manage their credit profile - at the moment, this service is generally delivered via third party specialists in the field.

3. Communications channels and consumer concerns

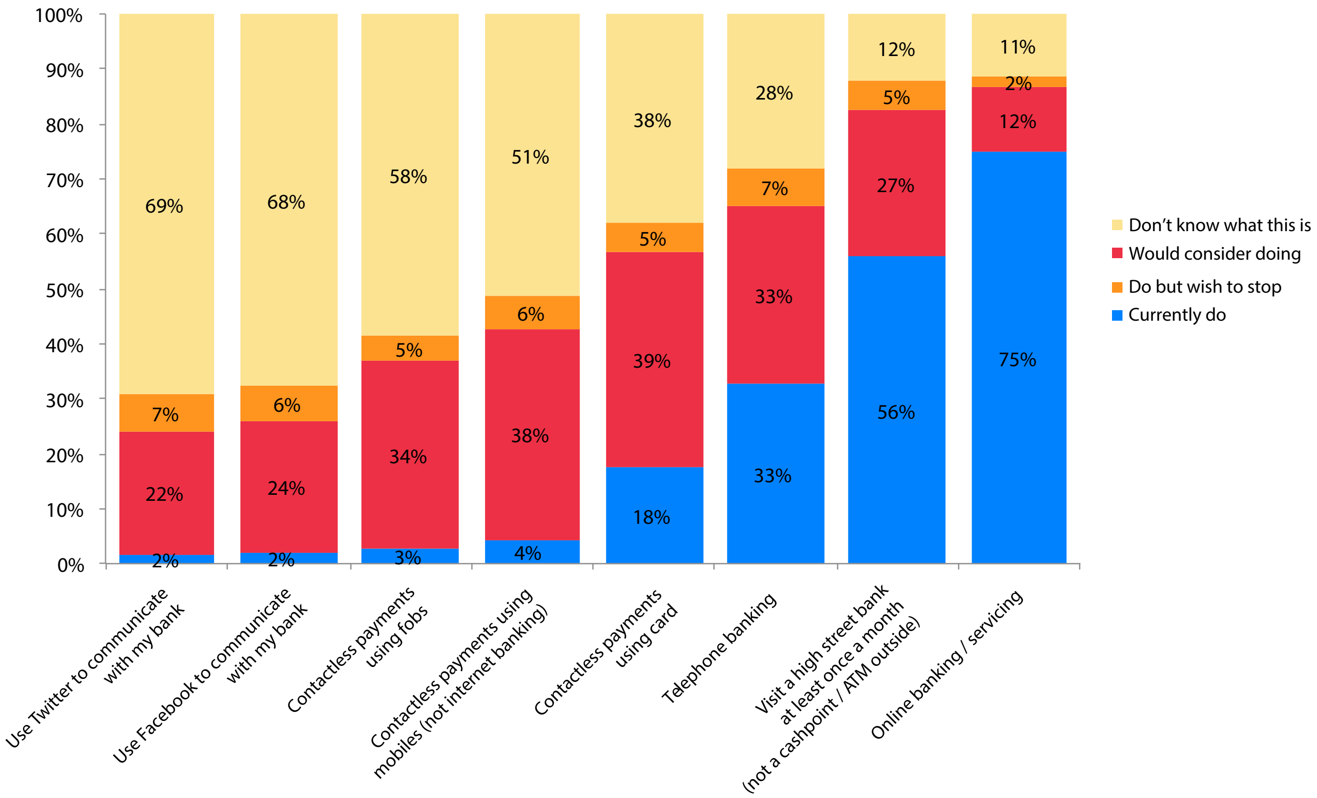
3.1 Sources of information for core products





As has been noted elsewhere, consumers claim not to be influenced by advertising and say they find it increasingly find it hard to find unbiased advice. Bringing consumers into the market has therefore become harder and increasingly falls to intermediaries. Indeed, comparison websites are now the first port of call for more consumers across a wide range of products than any other information source.

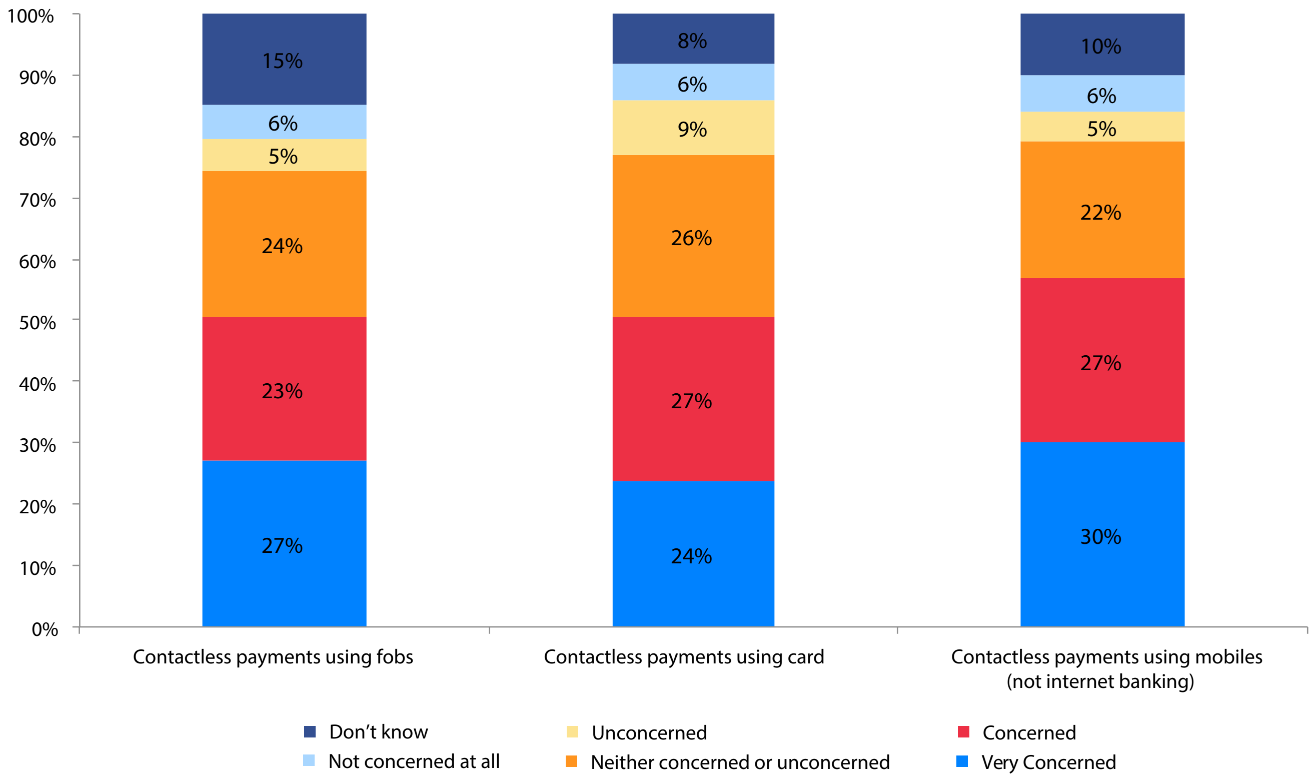
Home contents and buildings insurance may be the calling cards for these sites, at 31 and 26% respectively, but their reach is growing into loans (15%) - where comparison sites now lead over any other information source - and savings accounts (12%), where these sites compete directly with banks. Remarkably, more consumers say they look for a mortgage via a comparison website (7%) than talk to their bank (5%) - a prime example of the "runaway" product problem.



Better news for financial services marketers is that the online habit has opened up a more direct dialogue between consumers and brands. Added together, more consumers will look for information on a brand's website than at their main bank, with websites appealing across a broad spread of products.

The biggest gap in the market is for independent financial advisers who have a very limited footprint in the information-gathering space. That would appear to directly conflict with the interest in getting unbiased advice - which is not on offer from brands' own websites or in banks - put perhaps the fear of being sold to is putting consumers off.

3.2 Communicating with banks and credit card issuers



The digital habit is now firmly entrenched in the financial services market with consumers more likely to use an online service than to visit their High Street branch. It should be noted, however, that only 5% of consumers want to stop using retail banks and that 27% would consider going to a branch - banks axe outlets at their peril.

Telephone banking has made less of an inroad than might be expected - just one-third of consumers say they are currently using this service, although a similar number would be interested (and perhaps are not offered this by their current bank). Since over a quarter (28%) claim not to know what telephone banking is, this channel might provide a chance to be in direct contact with customers when they are actively involved with financial activities.

The knowledge gap is biggest around paying with contactless devices or using social media to communication - between half and two-thirds of consumers claim they do not understand how this would work. That may be down to a lack of familiarity, since nearly one-fifth already pay using contactless cards (although 38% do not understand these either) which are a recent introduction.

Adoption of social media and contactless devices has not yet taken off - yet more consumers claim to want to stop than currently use these methods. However, there is a latent demand - between 22 and 38% would use these tools if they were offered. Virtual banking may need a couple more years yet before it achieves lift-off.

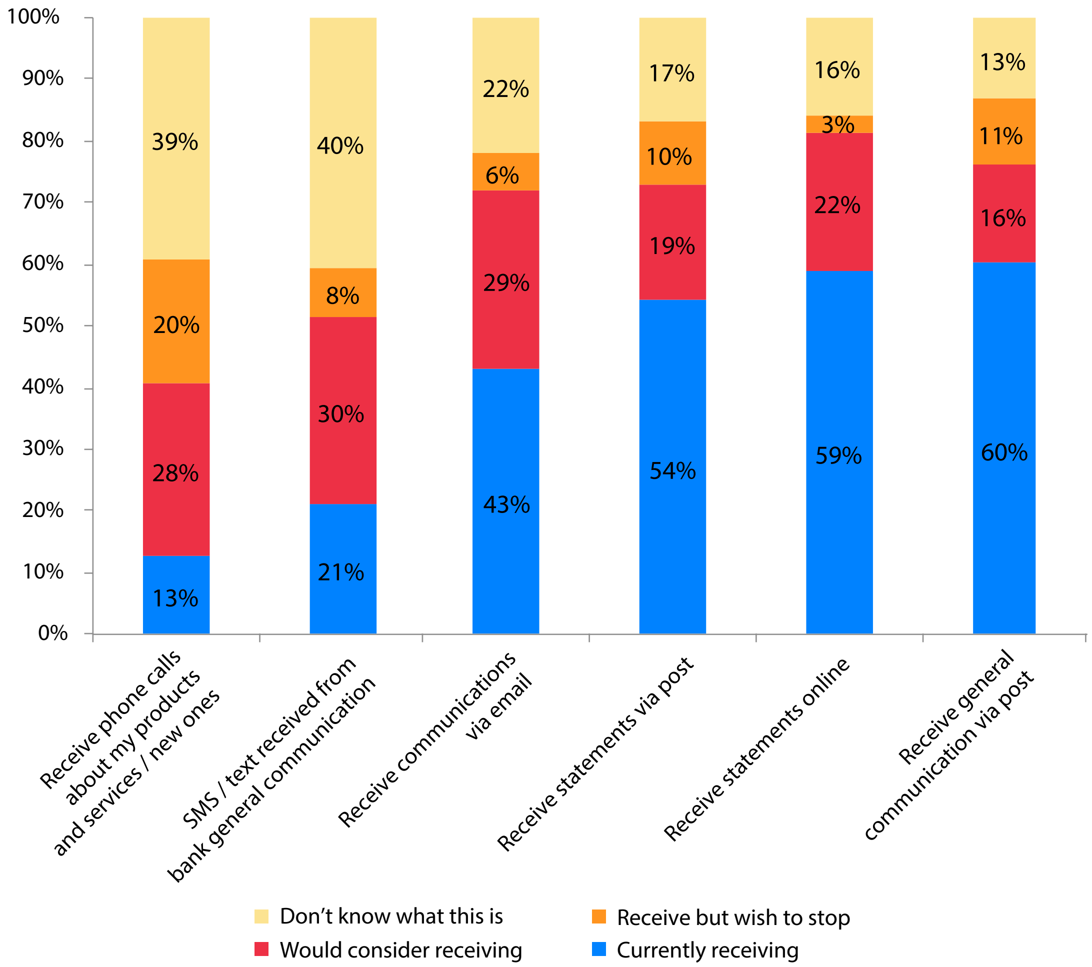
3.3 Security concerns about contactless payment

With a low adoption rate for payment using contactless fobs or mobile phones - and a restricted uptake of contactless card payment - it might be assumed that there is an underlying barrier. Security is the most obvious reason, especially as consumers have been exposed to high levels of marketing around the value of using a PIN to validate a purchase and are now being asked to migrate to a method that works without this safety check.

The majority of consumers do indeed cite security as something they are either very concerned or concerned about across all three options. Surprisingly, security on mobile phone payments worries more consumers than other devices (57%) , even though handsets tend to be linked to a subscriber and therefore have a degree of traceability. 11% have no real security fears and are therefore ripe for adopting this method.

Contactless cards have the highest number of consumers who do not worry about the security of this method, at 15%. This is hardly surprising as such cards are already entering circulation. Yet issuers will still need to convince 51% of consumers that it is safe to use them. Fobs face a similar struggle to become trusted means to pay for a purchase.

3.4 Preferred communications from banks and credit card issuers



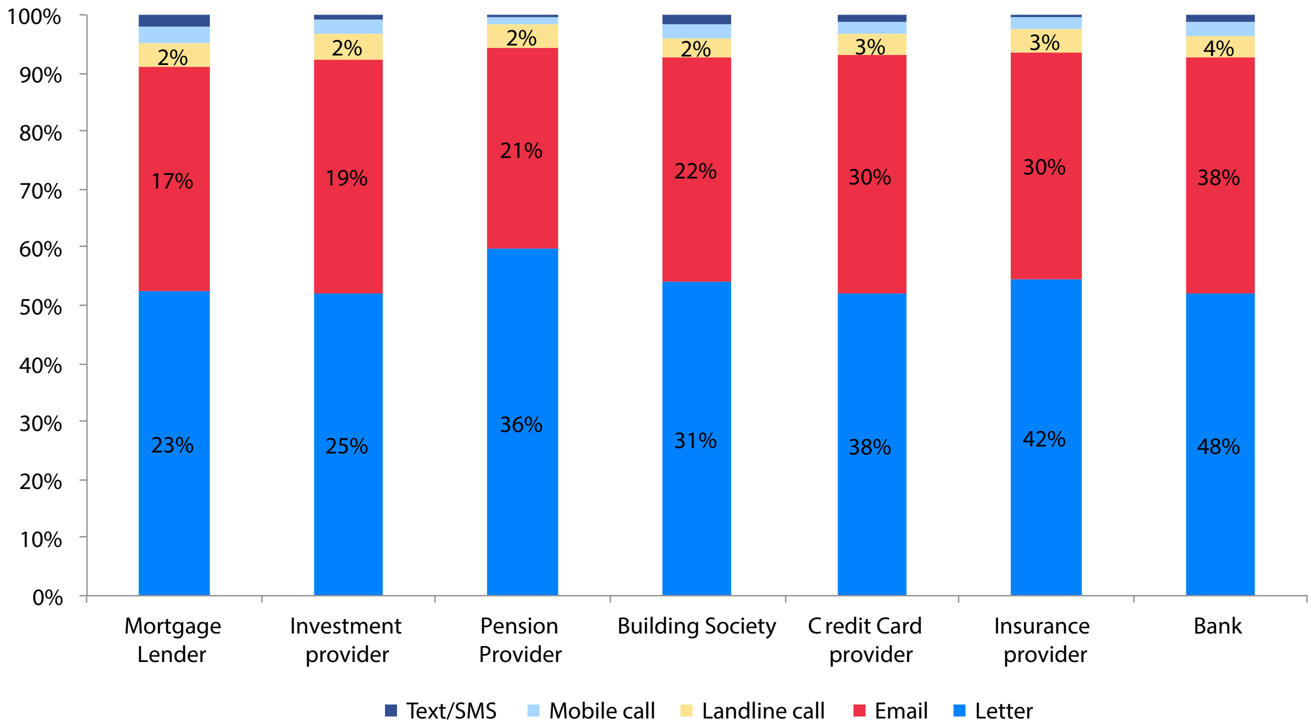
If digital channels have become the dominant way in which consumers access financial services, that does not mean they are the primary way consumers expect or wish to hear from their providers. In fact, physical communications remain central to outbound marketing.

Postal messages have been received by six out of 10 consumers. Although 11% of consumers say they would like to stop these mailings, 16% would consider getting direct mail. That is an important preference for banks and credit card issuers to remember when setting out their marketing plans as the majority of consumers might feel disappointed if they suddenly lost this channel.
Email has not yet reached the tipping point - currently only 43% say they get emails, with 6% wanting them to stop. But if the three out of 10 who would like to get emails were to be converted, it would place this channel on a nearly equal footing to post.

Statements have already tipped in favour of digital, with more consumers getting statements online than by post. One if five would like posted statements, however, but one in 10 want them to stop. That indicates a segmented market which banks and credit cards would benefit from acknowledging in the way they service customers.

Irritation about cold calling is now a big issue for consumers, with one in five wanting this to stop, compared to just 13% who currently accept such calls. Surprisingly, three in 10 would like to be called or get SMS messages - care needs to be taken in accepting this claim at face value since this channel is highly intrusive and personal and can quickly lead to consumer pushback if done wrongly.

3.5 Contact preference by provider



Consumers have channel preferences - they also have views about which providers they are willing to hear from in each of those channels. The difference between these levels of permission is marked - letters from a bank enjoy three times the level of acceptance as an email from a mortgage lender gets, for example.

For most types of financial service, postal communications still win over email, but are in steady decline. Conversely, willingness to receive email is rising for every type of product. It should not be assumed that one channel simply substitutes for the other, however - consumers may base their preference on the assumption that they will have a choice. But given the higher cost base of direct mail and the growing acceptance of email, it seems likely that more providers will look to switch their customers into the digital channel where possible.

Methodology

The DMA has carried out its Financial Services Tracker survey seven times since December 2008. The questionnaire for the latest wave, conducted in November 2012, has been altered significantly since earlier versions. Where consistent questions have been used, the trend in answers given are included in this report.

Respondents were randomly selected from the fast.MAP Consumer Voice panel which is representative of the UK population overall for age and gender. All respondents are recruited to an online self-completion questionnaire. A total of 2,494 responses were completed in the seventh wave of research.

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. With a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice, it is always at the forefront of developments in the industry.

The DMA protects the direct marketing industry and consumers. It promotes the highest standards through self-regulation and lobbies against over-regulation. The DM Code of Practice sits at the heart of everything we do – and all members are required to adhere to it. It sets out the industry's standards of ethical conduct and best practice.

Our 16 DMA Councils cover the whole marketing spectrum – from the digital world of social media and mobile marketing to the 'real' world channels of door drops and inserts. The Councils are made up of DMA members and regularly produce best practice and how to guides for our members.

We also have a packed calendar of conferences, workshops and discussions on the latest topics and best practice, and 80% of them are free for members and their staff.

As the industry moves on so do we, which is why we've recently launched a number of new services for our members – a VAT helpline, a Social Media Helpdesk and an IP Protection Service.

Visit www.dma.org.uk regularly to keep up to date with all our services.

we are the dma

About *fast*.MAP

fast.MAP is an insight partner that continuously connects clients in real-time with their customers.

As exclusive insight partner to the DMA, we run a number of tracking studies designed to give DMA members primary insight into key areas that support the Direct Marketing discipline.

The combined experience of our Directors spans many industries, disciplines and methodologies and the solutions we provide can be executed from within the business.

Industry expertise: Financial, Automotive, Travel/Transport, Charity, Marketing Communications, Media, IT/Technology, Retail, Pharmaceutical, Travel/Transport, FMCG and more

Methodologies: Quantitative: online, telephone and face to face; Qualitative: in-depth interviews and online focus groups

Our aim is to help clients to:

Improve Marketing Effectiveness:

- Branding Studies
- Concept Testing
- Message/Copy Testing - ads (TV, Press), leaflets, direct mail

Understand Markets:

- Demand Estimation and Sizing/Audits
- Market Segmentation and Pricing
- Competitor Analysis

Understand Consumers:

- Attitude and Usage Research
- Customer Profiling
- Customer Loyalty and Satisfaction

For further information visit www.fastmap.com or call Paul Seabrook on 0207 242 0702 (paul.seabrook@fastmap.com)

fast.MAP
Effective Marketing Research

About Affinion International

Affinion International, a division of Affinion Group, provides a wide range of protection and lifestyle products that offer value to consumers whilst building additional revenue streams and increased customer-to-brand loyalty and engagement for its partners. The division is made of more than 1,200 employees and offers services in 17 countries throughout Europe, Africa and South America. Over the past 15 years, Affinion International has built an impressive client base that includes 13 of the top 20 EU banks and many of Europe's premier brands in travel and retail.

For more information, visit www.affinioninternational.co.uk

Copyright and disclaimer