

# comenity CASE STUDY

UVU MARKETING MANAGEMENT  
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Boston Besendorfer  
Adam Creager

Jo Diaz  
Whitney Morgan

Ziggy Nunez  
Kyle Rindlisbacher

**CHALLENGE:** Comenity Capital Bank wished to further their financial capabilities to potential and current clients by providing secure savings and investing options through certificates of deposit and money market accounts.



Comenity Capital Bank wanted to target **Millennials** specifically, understand psychographic and demographic behaviors, saving/investing habits, and millennials' knowledge of CDs and money market accounts. Comenity Capital Bank wanted to create a strategy to implement a brand that included a logo and tagline to capture the attention of their target audience.

## SOLUTION:

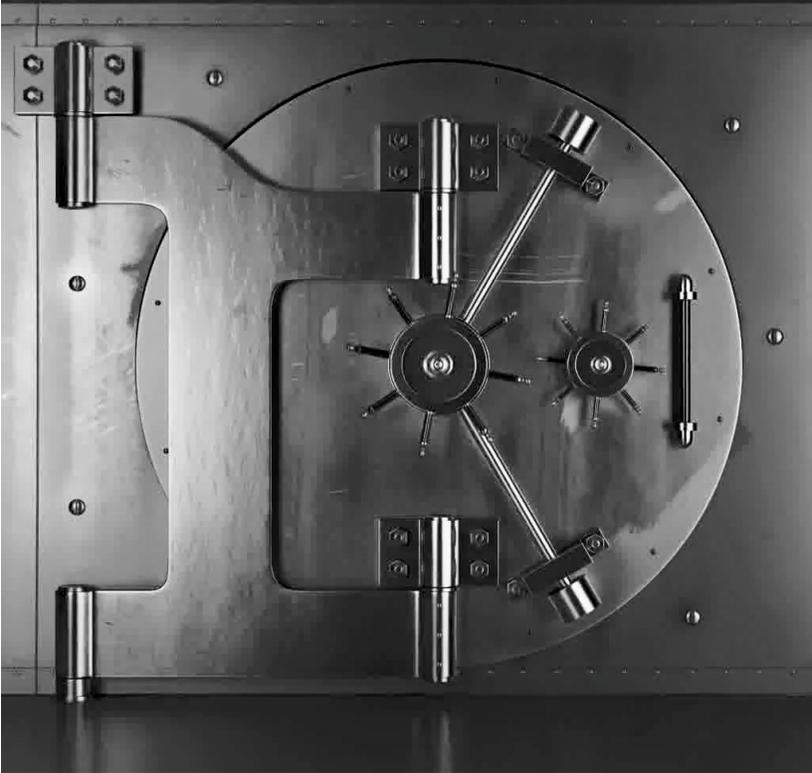
▶ **Research** the competitive landscape space to understand what competitors exist in this field, and what technology they are utilizing in the industry; as well as research what technology millennials are using and how they are banking.

▶ **Establish a brand** and associated identity. This will include the preliminary creation of a logo, tagline, and brand strategy.

▶ **Determine which advertising avenues** would be the most beneficial for a product launch. This will include detailed research into customer bases for popular programs and apps including Hulu, Pandora, Spotify, Facebook, Twitter, Instagram, YouTube, and other industry influencers.

▶ **Identify affiliate programs** that could increase exposure for Comenity Capital Bank and identify current partners that could benefit from this joint venture.

▶ **Create a plan for a product launch**, including national campaign. This will include digital marketing previews for SEO & PPC and site/landing page tied to the promotion.



## RESULTS:

A complete marketing plan for Comenity Capital Bank has been created to be implemented right away. After many hours of research the brand, Vault, was created. A visually appealing logo and tagline was created along with a brand strategy. The brand strategy tells millennials that Vault is friendly, trustworthy, and secure. Vault holds a twofold financial education platform that not only teaches millennials how to save, but also gives them an avenue to start saving. The second part of Vault comes in its ability to help millennials start investing. From this program consumers will be able to invest in certificates of deposits and money market accounts.

Our findings from a survey we conducted, taught us that millennials do not trust corporations because they feel like businesses have ulterior motives in their advertising, i.e. corporations are only after sales and do not care about the consumer. Therefore, the focus is to create trust with Vault's potential customers and within Comenity Capital Bank's current customers; this will be done by creating educational videos with the consumers best interest in mind.

Through secondary research we discovered that the best place to host these videos would be on Youtube and link them through Facebook. These videos would be only 1-2 minutes long and would focus on a single financial principle. Humor would often be used to drive the point home, as found very successful in our secondary research.

To reward customers we discovered from secondary research that using a subscription based system that allows Vault to give monthly, quarterly, or yearly gifts to customers would be more beneficial than having a slightly higher rate of return.

"UVU Marketing Management delivered an outstanding marketing plan for a new product launch. The research behind the product launch, which was the basis for the launch plan, was spot-on and well thought out. Additionally, the team created a brand and an action plan within budget that would make the launch successful. We were so pleased with the outcome; it exceeded our expectations. Thank you!"

-Judy Belluomini, Compliance Officer, Director, Comenity Capital Bank

## ABOUT COMENITY CAPITAL BANK:

Comenity Capital Bank has been in the banking industry for more than 30 years as one of the leaders in credit card programs for popular companies. They work with over 150 brands to help consumers establish relationships with these brands. More than 50 million cardholders have opened an account with Comenity Capital Bank, giving them an enormous presence and reach in the industry.