

# E\*Trade Campaign

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Soerono

# E\*TRADE Baby:Time Out



- Baby gets a timeout
- Still able to manage his E\*TRADE account using an iPad
- Funny, witty, approachable

# Campaign

- Uses a talking baby to appeal to parents with children
- Uses the baby as a way to show the simplicity of E-Trade
- Invites technologically savvy young parents

# Target Market

Men		111,472
Women		118,944

Educ: Graduated college plus		62,874
Educ: Attended college		44,620
Educ: Graduated high school		<b>71,520</b>
Educ: Did not graduate HS		31,650

# Target Market (Cont.)

Occupation: Professional and Related Occupations		30,801
Occupation: Management, Business and Financial Operations		21,414
Occupation: Sales and Office Occupations		32,347
Occupation: Natural Resources, Construction and Maintenance Occupations		12,894
HHI: 150,000+		23,190
HHI: \$75,000-\$149,999		65,125
HHI: \$60,000-\$74,999		25,140

# Target Market (Cont.)

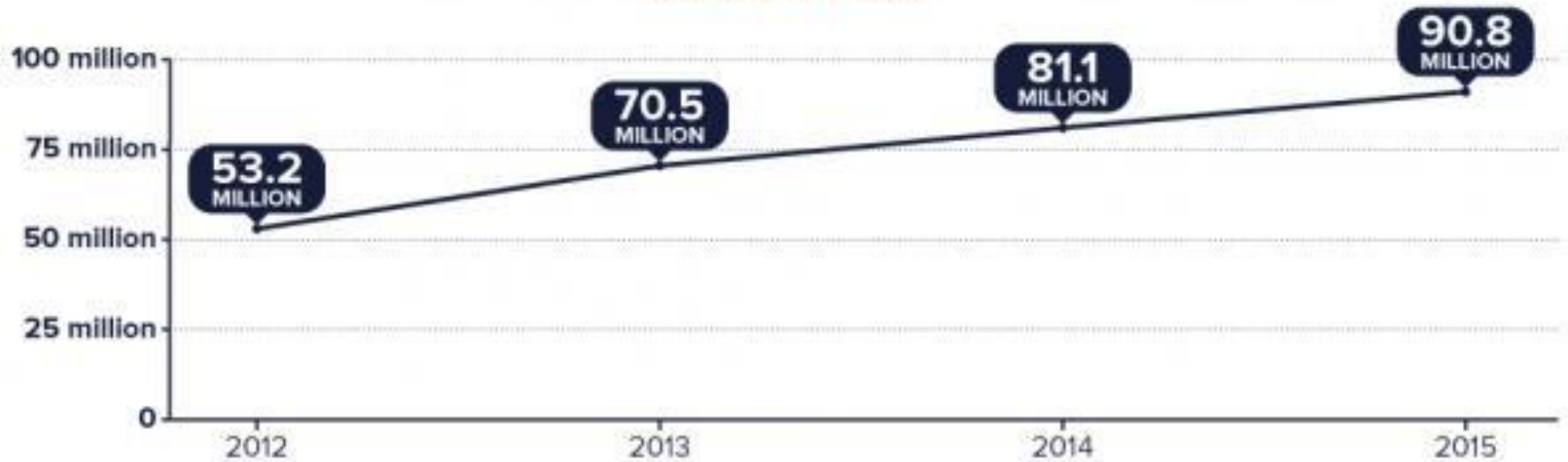
Age: 18-24		29,441
Age: 25-34		41,294
Age: 35-44		40,658
Age: 45-54		44,642
Age: 55-64		35,570
Age: 65+		38,811

# Target Market (Cont.)

Child age: <2 years		17,482
Child age: <6 Years		42,809
Child age: 2 - 5 Years		32,943
Child age: 6 - 11 Years		41,976
Child age: 12 - 17 Years		46,071

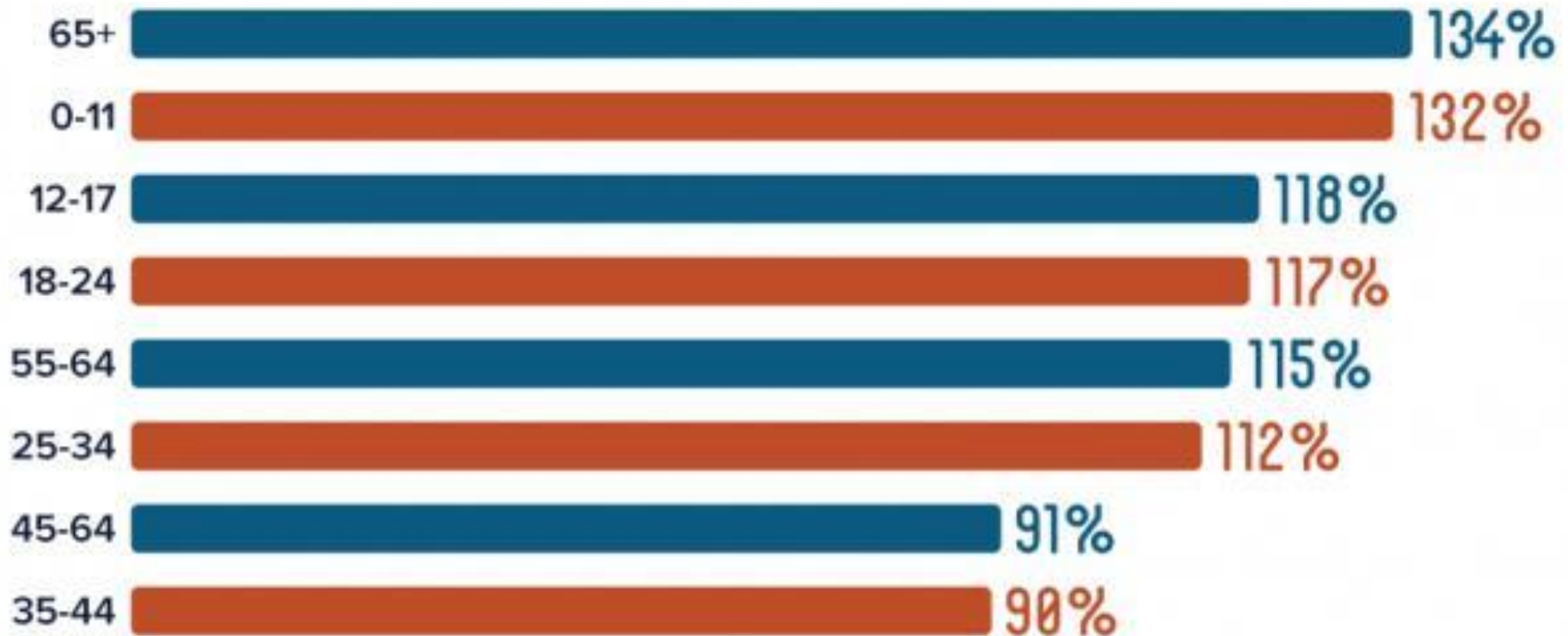
# Study by Monetate on Tablet Users

U.S. IPAD USERS:





### 2012 TABLET USER GROWTH BY AGE:



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By 2015, more than 25 percent of the U.S. population will use an iPad at least once per month—accounting for more than one-third of all Internet usage by individuals of any age.

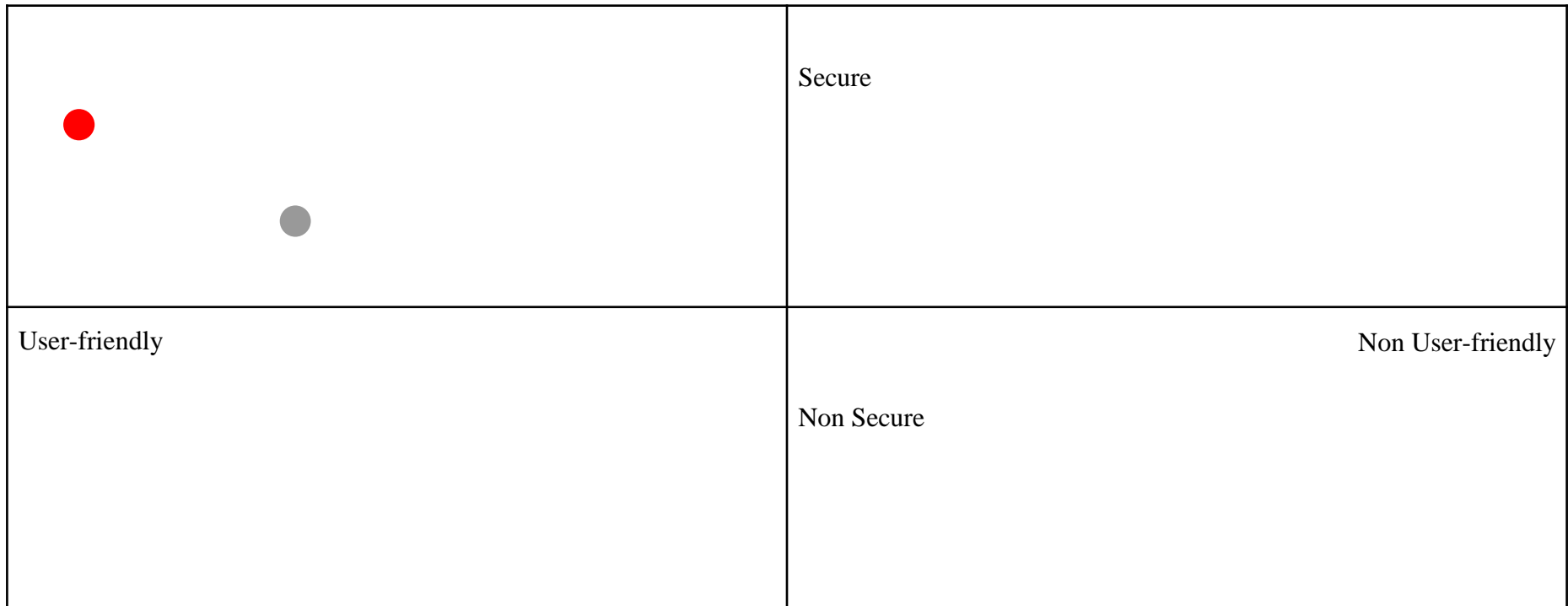
# Target Market Conclusion

- **Demographic:**
  - Men and women ages 25-34
  - Yearly income: \$75,000 - \$149,000
  - White-collared workers
  - Young parents
  - Homeowners
  - Technologically savvy
- **VALS Personality:**
  - Risk-takers

# Objectives

- Uses peripheral route
- Show that E-Trade is geared towards young adults
- Show that investing can be made simple and modern
- Show the benefit of using E-Trade
  - Mobile transactions
  - Simple online web site
- "Everyone can invest!"

# Positioning Map



● E-Trade after the campaign

● E-Trade before the campaign

# Means End Chain

## Attributes:

Offers consumers products and services found with well known brokers such as Morgan Stanley. Consumers are allowed to open bank accounts with savings involved. E-Trade offers retirement planning, online trading, seminars, quotes and charting services.



## Benefits:

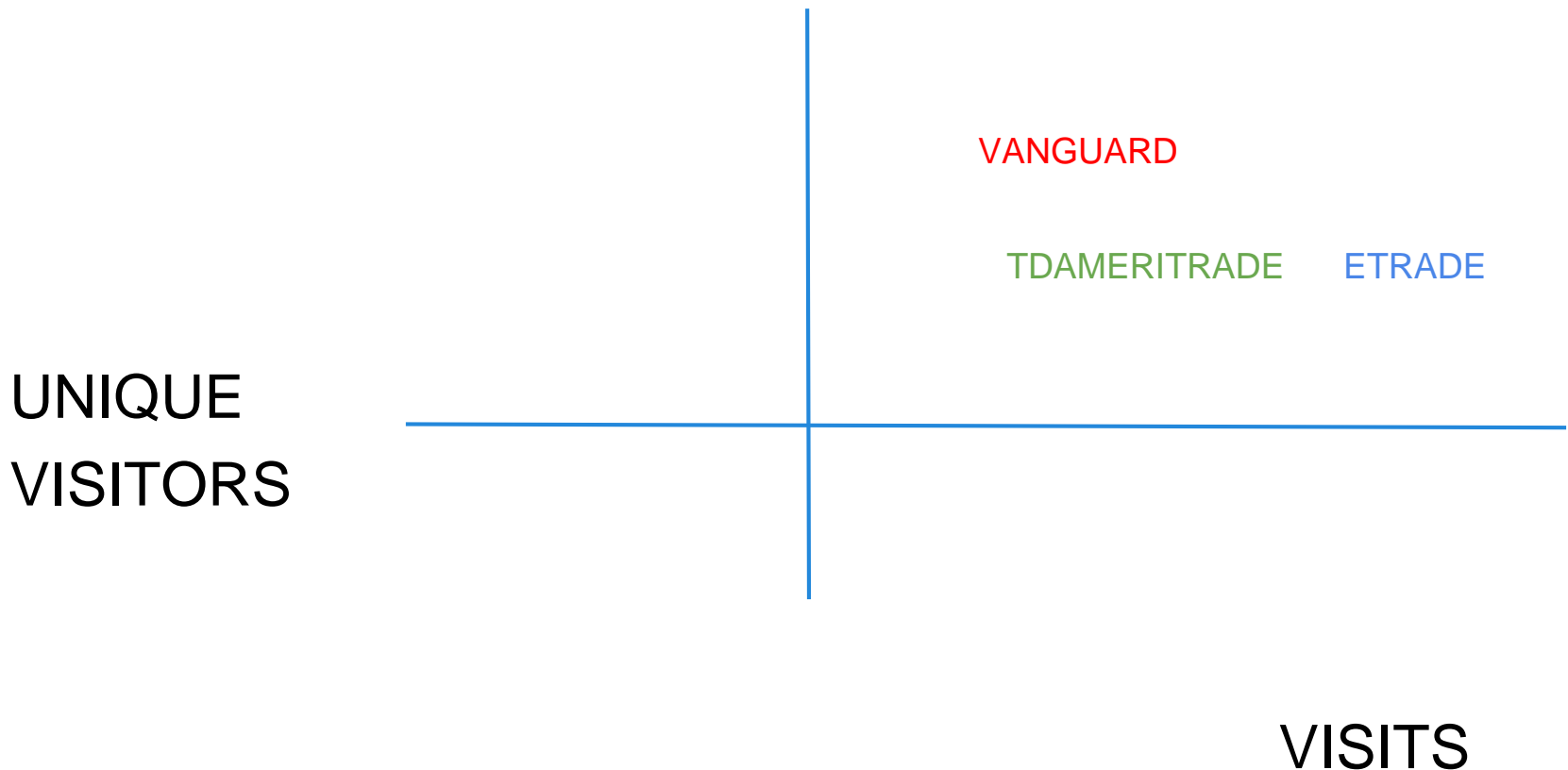
- Easily Accessible
- Low Cost
- Convenience
- Self - Directed Investing
- Subscription Levels
- Safety
- Security



## Values:

E-Trade is all about value. They changed the value proposition for financial and investing services. They offer a good deal more for a good deal less. They leverage technology and offer more and more valuable services without adding any unnecessary costs.

# Positioning Metric



MULTIDIMENSIONAL SCALING POSITIONING MAP FOR UNIQUE VISITORS AND VISITS FOR ETRADE, TDAMERITRADE AND VANGUARD IN FEBRUARY 2012. IN MILLIONS

AFTER THE RELEASE OF ETRADE TALKING BABY FATHERHOOD

# METRIC GRAPHS

## Visits



# Metrics (continued) (Michele)

## **EFFECTIVENESS/EXPOSURE:**

THE DAY AFTER THE RELEASE OF BARFING BABY FEBRUARY 2008, ETRADE REGISTERED MORE NEW ACCOUNTS THAN IT HAD ON ANY OTHER DAY IN THE COMPANY'S HISTORY TO THAT DATE.

## **ATTENTION:**

ACCORDING TO TNS MEDIA AND ENTERTAINMENT THE MOST REMEMBERED COMMERCIAL WAS BARFING BABY AT 70 % RECALL.

## **POSITION / ACCEPTANCE:**

ACCORDING TO NICK UTTON CMO THE ETRADE TARGET AUDIENCE IS SELF-DIRECTED INVESTORS WITH \$50,000 - \$500,000 IN ASSETS THAT CAN BE INVESTED.

## **ATTITUDE:**

THE PERIPHERAL ROUTE IS UTILITIZED . IF A TALKING BABY CAN DO IT, SO CAN YOU.

## **INTENTION:**

NICK UTTON, 3.5 MILLIION SHARED IT, THE WORD GOT OUT. A SUBSET OF THOSE CONSUMERS WILL SIGN UP FOR ETRADE (2011)



# NICK UTTON CMO ETRADE VIDEO

[http://video.forbes.com/fvn/cmo/mw\\_etrade031009](http://video.forbes.com/fvn/cmo/mw_etrade031009)

<http://community.advertising.microsoft.com/msa/en/global/b/blog/archive/2009/08/13/sitting-down-with-the-etrade-baby-daddy-nick-utton-on-digital-marketing-branding-and-measuring-online-effectiveness.aspx>

<http://www.youtube.com/watch?v=R6PUE1Krm-p0>

[adage.com/article/video/cmo-e-trade-100055/](http://adage.com/article/video/cmo-e-trade-100055/)

# METRICS

Overall Score 54.782504 - combination of factors include interest, emotions, and the "water cooler" effect.

Interest Ranking 52 out of 110 - commercial held the interest of the viewers.

Emotion Ranking 34 out of 110 - evoked the most positive emotions and the least negative emotions.

Water Cooler Ranking 25 out of 110 - talking about the commercial the next day around the water cooler.

REFLECTS THE FATHERHOOD AD AND NOT THE ENTIRE CAMPAIGN

# YOUTUBE POSTS BEST MAN COMMERCIAL

**433,385**

Uploaded by [etrade](#) on Jan 20, 2012

As Best Man at his buddy's wedding, the E\*TRADE Baby reassures the nervous groom about his finances and his new father-in-law, with the help of E\*TRADE's new 360 investing dashboard.

- 625 likes, 31 dislikes

My son and I love this ☐commercial this so funny.

[sexxydee516](#) 10 months ago 29

Love ☐these commercials

[Castleknight](#) 10 months ago 21

Oh yeah? Well I'm watching you watching him! ☐

[chelsandparry](#) 7 months ago 5

Yup, this is ☐the best one yet!

[bogiesmomma](#) 9 months ago

The baby is what makes ☐these commercials,

[SonicBoom96](#) in reply to [bogiesmomma](#) (Show the comment) 10 months ago

# Convergence

- The baby uses smartphone in the campaign
- E-Trade is accessible through mobile smartphone app



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\$9<sup>99</sup>

or less Stock & Options Trades<sup>1</sup>

75<sup>c</sup>

per options contract

1,300

no-load, no-transaction-fee mutual funds<sup>2</sup>

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Get Quotes

GO

DOW 12985.11  
+106.98 (0.83%)

NASDAQ 2991.78  
+23.99 (0.81%)

S & P 500 1409.93  
+10.99 (0.79%)

10 YR. T-NOTE 1.617%  
-0.28

11/27/2012 -5:00 AM EDT  
Closing Price

SHOW MARKETS

Get up to \$600 when you open an E\*TRADE Retirement



How much do you have to invest?

\$ Enter an amount...



The Best of the Online Brokers

E\*TRADE ranked #1 by



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## RECOGNIZED EXCELLENCE

ANNUAL BROKER SURVEY 2012

**SmartMoney**  
THE WALL STREET JOURNAL



TRADING TOOLS  
ANNUAL BROKER SURVEY 2012

**BARRON'S**



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## Investment Products:

Not FDIC Insured | No Bank Guarantee | May Lose Value

**Member FDIC** Bank deposits insured to at least \$250,000



The fund's prospectus contains its investment objectives, risks, charges, expenses and other important information and should be read and considered carefully before investing. For a current prospectus, visit [www.etrade.com/mutualfunds](http://www.etrade.com/mutualfunds) or visit the Exchange.



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Account Management

Trading Platforms & Tools

Guidance & Advice

Research & Insights

# Easy To Use. Impossible To Beat.



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BlackBerry®

Stay connected to the market and your accounts with the easy-to-use E\*TRADE Mobile for Android™. \* Now with a whole new look.

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## Take Control Today

For over 25 years, E\*TRADE has been helping investors take control with easy-to-use tools, professional guidance and great value.

## Get started in 3 easy steps:

- Open and fund your account
- Use our FREE research, tools, and analyzers
- Invest with our easy-to-use website

Open an Account

### Exceptional Value

- \$9.99 or Less Stock & Options Trades<sup>1</sup>
- 75¢ per Options Contract
- 1,300 No-load, No-transaction-fee Mutual Funds<sup>2</sup>
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[Pricing Details](#)







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The Basics

Intermediate

Advanced

## Retirement and Investing - The Basics



# Suggestions for Convergence

- Place app download button on the front page
- Place link to mobile section at the top of the front page
- Use better, more modern graph
- Explain how investing can help families