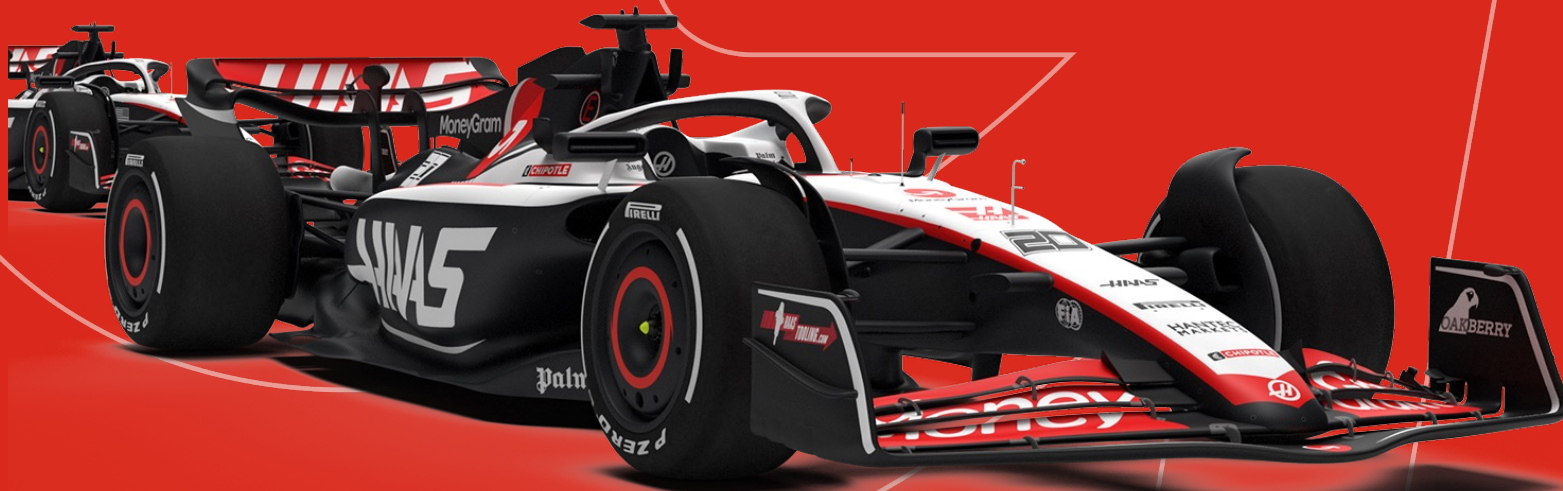


# Establishing an Int'l Brand Tracker and F1 Sponsorship Assessment

*Quirk's 2024*

*Christopher Wardlaw*

*February 2024*



# MoneyGram's Evolution

Cross-border P2P **payments & money transfer company.**

Founded in 1980, MoneyGram has over **430,000 locations worldwide**, making sending money more convenient than ever before.

MoneyGram is one of the **world's leading brands that powers cross-border money transfers**, having serving more than 150 million people.

Global Fintech and Digital Leader in P2P Payments

- Do consumers see our brand as digital first?
- Is our brand viewed as innovative within the money transfer space?
- Are we successfully attracting the modern consumer?



# Two Global Tracking Projects

- #1 Global General Brand Health Tracker Across 8 Markets
- #2 Brand Health Tracker Among F1 Fans Across 10 Markets

Goal = Understand shifts in brand perceptions against key metrics i.e. brand performance, customer effort score, Net Promoter Scores, emotional & functional associations, and Ad Recall.

**Set Up** = Unique, thorough approach to identify emotional and functional associations by beginning with a MaxDiff.



# Establishing KPIs



- Identify the Brand Funnel appropriate for your industry.
- Identify your top competitive set for comparison.
- Base each level of the funnel to the previous level.

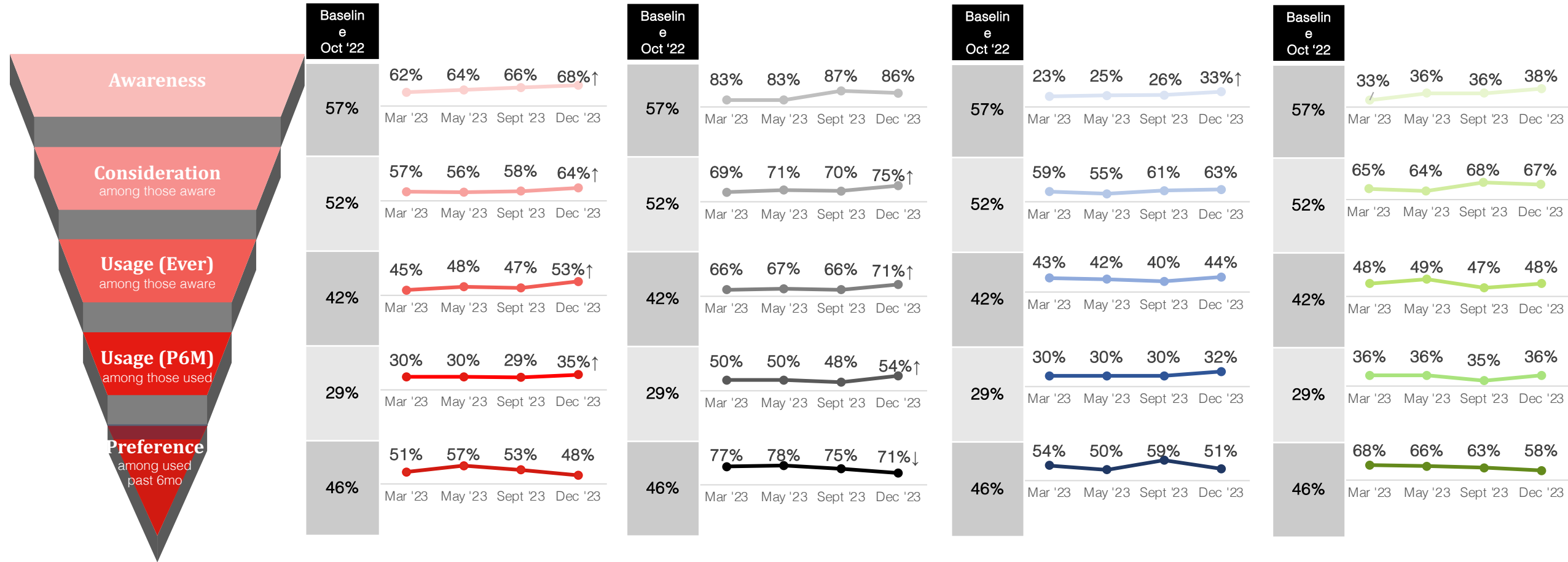
## Global Brand Funnel



## Competitor 1

## Competitor 2

## Competitor 3



# Emotional and Functional Associations MaxDiff – Assessment of 60+ Attributes

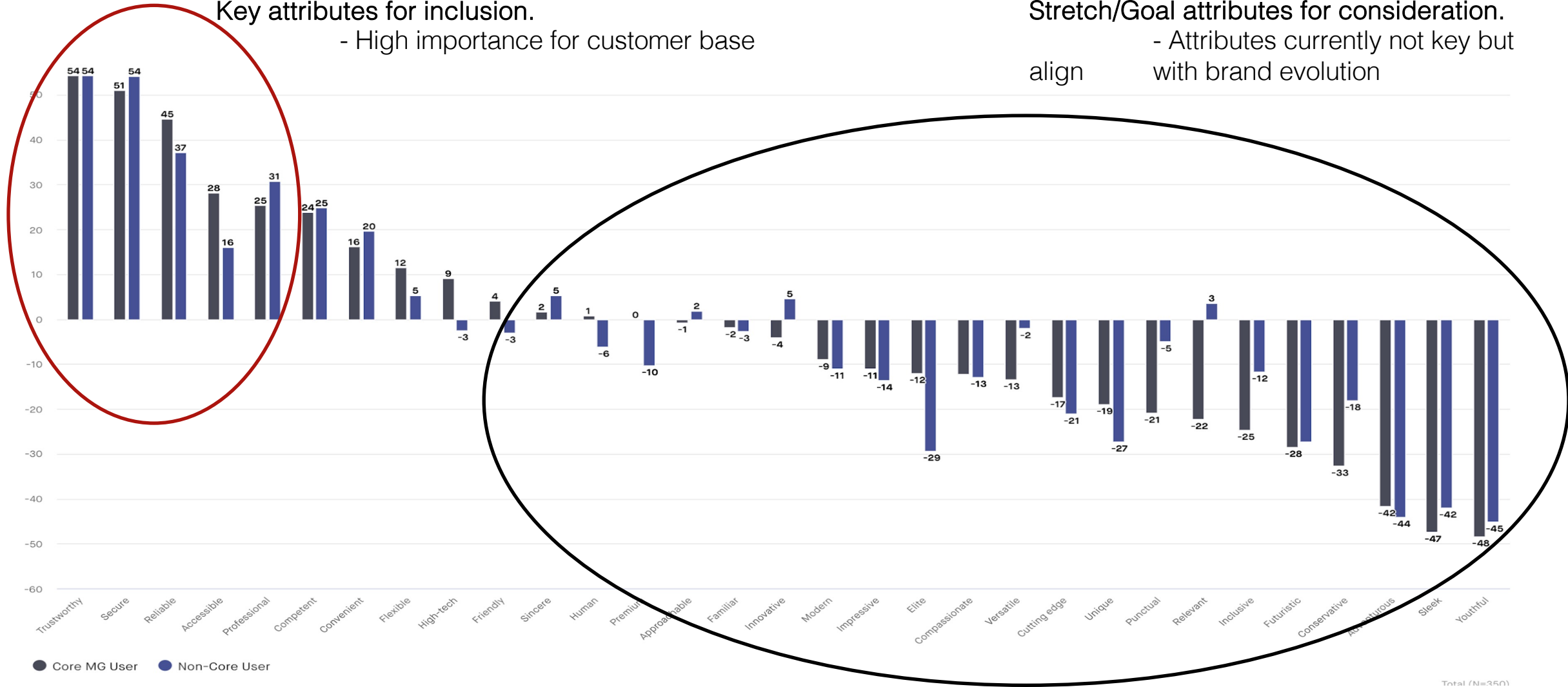
Identify the most important associations based on customer, non-customer, and executive inputs.

Key attributes for inclusion.

- High importance for customer base

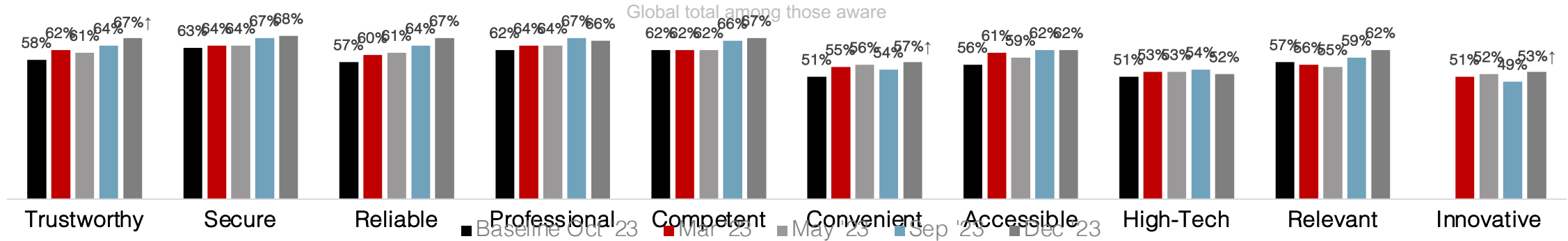
Stretch/Goal attributes for consideration.

- Attributes currently not key but align with brand evolution

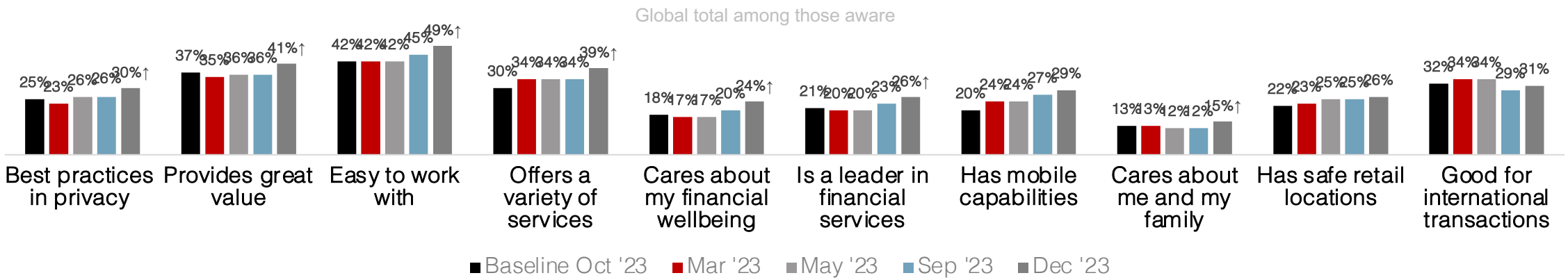


Perceptions of *Trust, Convenience* and *Innovation* improved. Additionally, more consumers are seeing MGI as *Easy to Work With, A Financial Leader, Caring, and Providing a Great Value*.

Emotional Brand Characteristics – MoneyGram Global

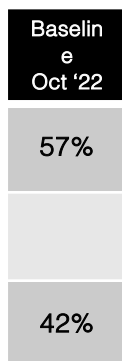
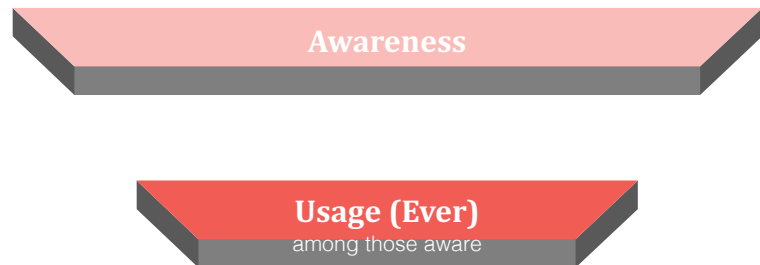


Functional Brand Characteristics – Money Gram Global

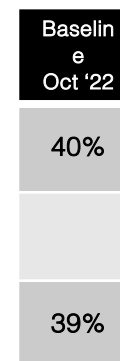
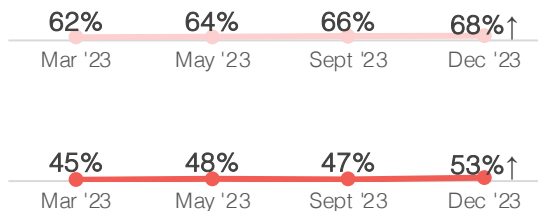


# Tie Brand KPIs to sponsorship consumer base

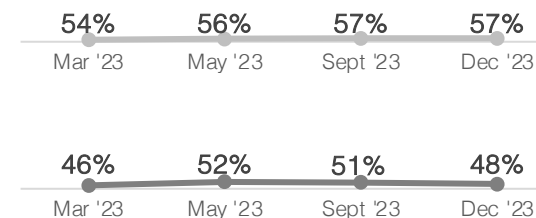
## Global Awareness and Usage



## Brand Tracker

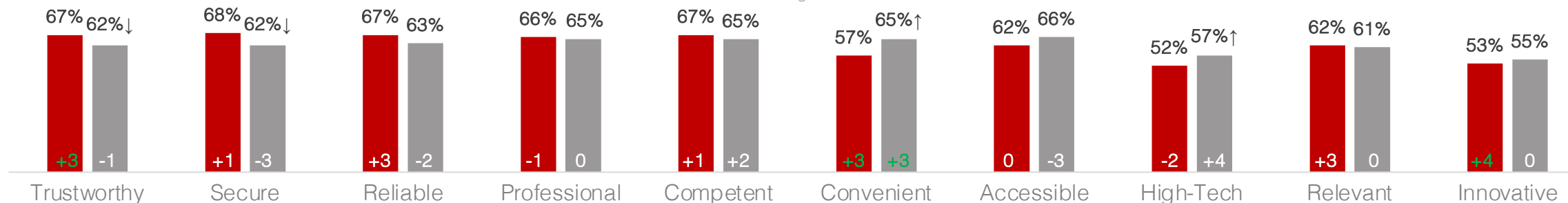


## F1 Tracker



## Emotional Brand Attributes

Global total among those aware



■ Brand Tracker  
N=1,814

■ F1 Tracker  
N=495



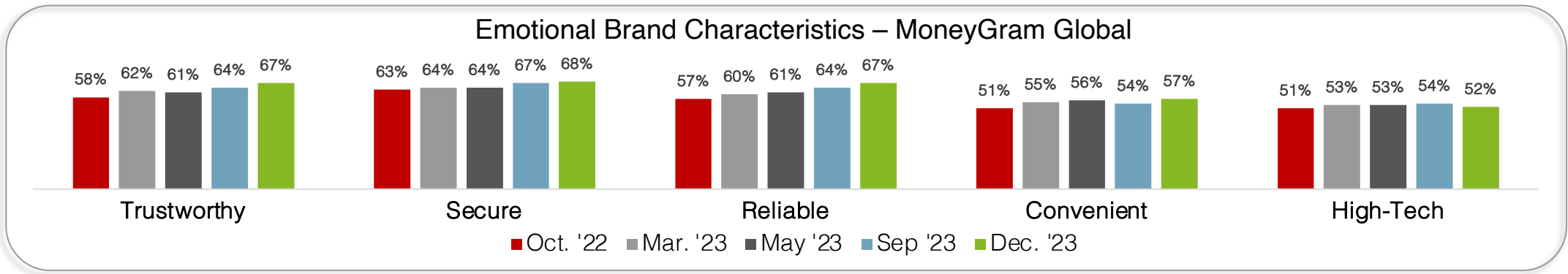
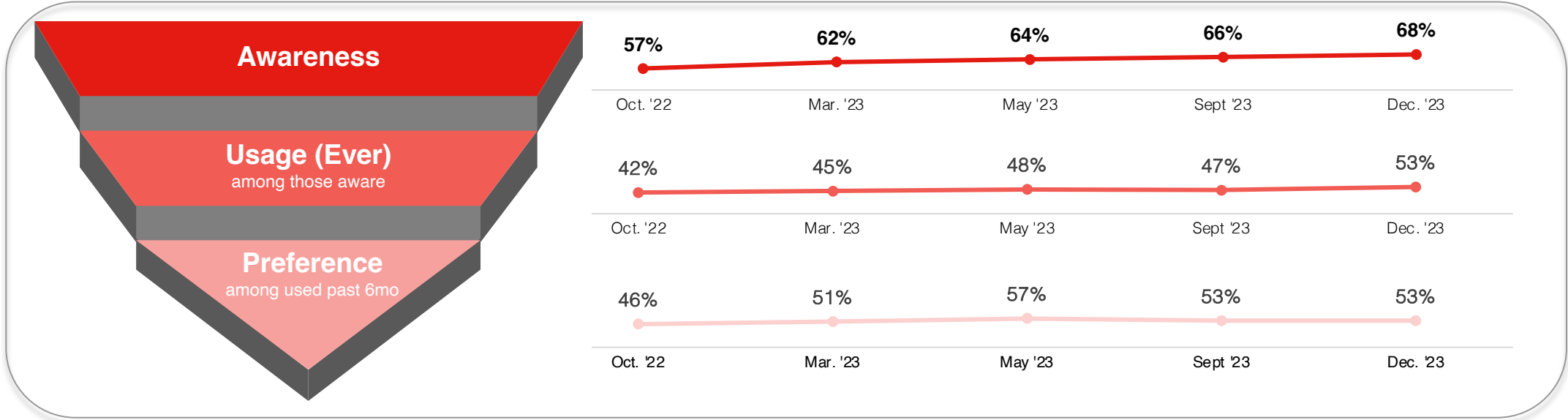


# | Refine Reporting based on Audience



- Adjust presentations for your audience – different business partners care about different metrics
- Executives want a clear snapshot of what's important, regional directors may want all info for their region

- Media Value
- Earned Media
- Brand Awareness / Sentiment**
- Intangible Benefits
- Digital Partner Business Dev
- New Customer Segments
- Revenue



# Questions?

