

09 Campaign Character Profile – “Lance”



“Better call mom.”

“Wow, finally a place of my own.”

“I can’t believe I’m going to be an uncle!”

“Now I can upgrade to a Sun Devils debit card.”

“What time’s the game this weekend?”

Thinking about your life in college?

We’re here for you.

Raddon/MCIF Profile:

- Considered our Young Adult (Gen Y)
- Limited options
- Income under \$30,000

Households in the Young Adult life cycle have a head of household age 18 to 29 with a household income of less than \$75,000. Students, newly married couples and young married couples with children fit into this category. They face the typical struggles in “getting started” – they do not have the cash nor do they qualify for large loans. Typically, they are renters and are characterized by very low deposit balances and low loan balances. This segment tends to use core services such as Checking, Savings and Convenience (ATM, Debit and PC Banking).

Young Adults are at the stage in life where they have a greater need for loans than deposit services. Building a solid foundation with these members now is the key to your long-term planning, since they could be your future Borrowers and Affluent members. Although these households exhibit low deposit usage and balance behaviors, it’s still important to cross-sell additional services, because as they get older and their incomes increase, their needs will change and they will use more services and keep higher balances. Continue to attract the better quality loan households by offering new loans prior to their paying off their existing loans. Convenience and packaged products are excellent products to sell to this segment.

Profile snapshot

Age:
18 or 19 years old

Colors:
sky blue; gray

Music:
rock (classic; indie)

Movies:
comedy; action

TV:
adult swim; sports

Hobbies:
PS3; biking

Job:
part-time in a local bike shop

Products:

Checking, like Connect, with ASU debit card
Credit card
Other Savings (Rock Point trip)
Auto/Renters insurance
Mexico travel insurance

Guides:

Managing Your Checking Account
Making Sense of Money
Understanding Credit

His Financial Needs:

Learn account management
Save for a trip with friends
Understand key financial concepts

Lance’s Goals:

Get good grades
Make new friends
Continue to mountain bike
Keep working at the bike shop
Run the P.F. Chang’s ½ marathon
Graduate ASU in 4 years

Connections to Other Characters:

Uncle to the new baby
Kelly’s younger brother
Son to William and Diane
Grandson to Richard and Estelle

Thought Clouds:

“I can’t believe I’m going to be an uncle!”
“I hope my classes aren’t too hard for me.”
“I better check my account balance before going out.”
“Man, I love my car!”
“Wow, finally a place of my own!”
“Better call mom.”
“If I save, I know I can afford this trip to Rocky Point.”
“Now I can upgrade to a Sun Devils debit card.”
“What time’s the game this weekend?”
“I better sign up for renters insurance.”