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To: Steve Joakim
Class MRK 317 MMS
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[1]

Instructions: This document should appear as an interactive PDF. If the picture based links do not work. [#] will refer you to the Work citations where you can give active links to viewed work. The citations are not linear, they appear in the order the work was found.

Background: [2] Toronto Dominion bank is a multinational bank and financial services corporation headquartered in Toronto Ontario Canada. Lines of service include bank accounts, individual , household and business loans, Credit cards & Investment services. TD Bank is on Advertising Age's top 200 spenders for U.S.A. advertising and is overall the largest bank in Canada and one of Canada's top ten employers.

Geographic Region: Banks Across Toronto and the Greater Toronto Area.

Target audience with ads:

Age: 25-80

Sex: Male & Female

Geography: Toronto, Ottawa, Belleville & Kingston

Jobs: They earn above \$30,000 mostly in office jobs.

Interests: They are Blue Jays Fans, they have families and they are good people.

Want: They want a comfortable banking atmosphere with friendly, helpful staff and easy to understand services.

Objective: Social media content for Banks is very boring and has low reach. People do not want to view boring ads about RRSP contributions. By July 24th 2014 we want to post a video that generates at least 30,000 likes and 2,000,000 views. This should be used as a launching point for digital content for TD Bank.

Competition:

TD Bank:

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|--|---|
| Strengths: <ul style="list-style-type: none">● Promotes the banks at sports arenas● They have been upgrading the online banking platform | Weaknesses: <ul style="list-style-type: none">● Long waits for customer support lines● You still have to go in to a branch to do a lot of work |
| Opportunities: <ul style="list-style-type: none">● Hire more customer service representatives● Creating a telecom system with positive UX feedback | Threats: <ul style="list-style-type: none">● ScotiaBank has been promoting far more aggressively on social platforms● A lot of customers are becoming dissatisfied with the customer service telecom lines. |

Scotia Bank:

| | |
|---|---|
| Strengths: <ul style="list-style-type: none">● Dominates on social media with 769,000 Facebook followers● Catchy advertising tag line "You're Richer than you think." | Weaknesses: <ul style="list-style-type: none">● Probable low conversion on high cost social media ads● Reputation for rude customer service |
| Opportunities: <ul style="list-style-type: none">● Retrain customer service soft skills● Focus on customer service satisfaction surveys | Threats: <ul style="list-style-type: none">● Tax Free Savings Accounts are getting bad customer reviews.● Online banking features need expanding. |

Experiential portion: We are going to set up the automated teller in to an automated thanking machine to thank customers across Canada at random times. We will get their stories and give them a thank you specialized for them. This will generate unique customer experiences that can be used for a YouTube & televised commercial spot. We can also use it for web based content, which will generate a experience and public relations buzz.

Media selection:

- YouTube - Will have video copies of the televised commercials
- Facebook- Will have video copies of the televised commercials.
- Instagram - Will have short video messages
- Twitter - With have promotional picture promoting the YouTube channel.
- Snap Chat- Short video messages promoting the YouTube channel.

Television

- Omni Television
- CTV News

Partnerships: Sponsorship partners with Blue Jays.

Mandatories: TD Bank logo, Blue Jays mascot placement and free Blue Jays tickets.

What is the most persuasive message we can convey? The actual objective of the bank in this messaging is not to persuade the customer. It is to run an experiential campaign to re-enforce positive brand values of TD Bank. TD Bank has a lot of really good brand extensions such as sports sponsorships, being associated as a top 10 employer of Canada and being a secure multi-national bank. However the social media is looking a bit weak compared to the competitor Scotiabank. We want to use storytelling to expand our following base.

Brand Character: Generous, empathetic and a proud sponsor of the Toronto Blue Jays in Baseball.

Media Strategy: On Social media we will use an Even strategy to disperse the ads. On TV we will use Pulse strategy to save money and only play the ad during select times to reach the targeted audience during Blue Jays games and sports News.

Key date: July 1st 2014 we need to have all the legal and creative done to release the video campaign.

Budget:[3] \$191.2 Million is the annual marketing budget for 2014.

Approved by CEO: Bharat Masrani

Appendix:



TD
Published on Jul 24, 2014

SUBSCRIBED 21K



[4] This is a YouTube TD Bank promo for the Automated Thanking Machine. This was utilized across all of our social platforms & TV. Repurposed and edited to tell this same story on Snap Chat.

Citations:

[1] TD Bank Marketing Team. "Toronto Dominion Bank." Toronto Dominion Bank , www.td.com/ca/en/personal-banking/. Accessed 3/22/2018.

Took the TD Bank logo from this section. As well as product line information.

[2] TD. "Sometimes You Just Want to Say Thank You #TDThanksYou." YouTube, 24 July 2014, www.youtube.com/watch?v=bUkN7g_bEAI. Accessed 3/22/2018

Found the media file for the Automated Thanking Machine experiential marketing and video campaign.

[3] Bruell, Alexandra. "TD BANK REVIEWS CREATIVE AND MEDIA BUSINESS." Ad Age, 31 May 2016, Accessed 3/22/2018

adage.com/article/agency-news/td-bank-begins-creative-media-review/304216/.

Accessed 3/22/2018 Ad Age discusses the details around the TD Bank annual marketing budget for 2014.

[4]TD Bank Marketing team. "Market Research Stocks." Toronto Dominion Bank , www.td.com/ca/markets-research/stocks/stocks.jsp. Accessed 3/22/2018

Accessed Information of executives and administration for TD Bank Public holdings.