

going global with



A look inside our research that led to building HSBC's successful global customer propositions.

OLSON ZALTMAN

The Methodology

To build a deeper understanding of how the target segment felt, acted, and dreamed, Olson Zaltman teamed up with their global partners and focused the research on a deep & thorough **consumer immersion**.

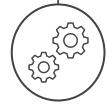
In-Depth Interviews



We conducted 18 **in-depth interviews** in each of the **five key markets** (UK, US, Brazil, Hong Kong, India)



We leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact financial decision-making**



Afterwards, our team of analysts carefully studied the imagery and interviews, line-by-line, to understand the **bigger picture** and **reveal actionable insights that went beyond rational financial thinking and unlocked deeper, unifying mental frames.**

Global Meets Local

Conventional research reveals very little about the **effect** that finance has on people's lives. In a **complex and competing multinational market**, HSBC needed to uncover the **emotional impact of financial planning**. More importantly, they needed a **strategy** that would **work in multiple markets** that **recognized the diversity from within** but also **found a consensus** among the many national markets.

HSBC's Key Unmet Needs:



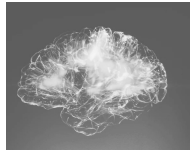
- Understand the deep emotional and mental frames of the emerging affluent global segment
- Find commonality rather than divergence across multiple markets



Why Olson Zaltman?



Founded at Harvard, we provide world-class research that drives some of the biggest brands today. **We specialize in accessing the authentic voice of the consumer** and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors™.



The Success:

Our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind**. As the **industry leader** in behavioral science, we leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making**.



"The ZMET approach helps us to understand metaphorically what people think, so **we can really get inside their subconscious minds**. This gives us a good **grounding**, a really deep **grounding into their lives**. The material we have to **share internally** is remarkable."

-Josh Sorene, Head of Insight Analytics at HSBC

The Impact

 **10%**
increase in HSBC's advocacy score

"I think that is the success for us, that everybody knows the story and knows it all came from a **really strong insight**. I think for us certainly as an **insight team within marketing** we were genuinely interested in **finding out about these people and what they needed**, and then trying to **work out what role we could play for them, as a bank.**"



-Henrietta de Souza, Head of Global Customer Experience at HSBC