

The Money Guidance Pathfinder: key findings and lessons learned



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1. Foreword

As we draw lessons for the nation's finances from the recent economic and financial crisis, we also need to help individuals and families rebuild their finances to provide security and opportunity. We need a cultural shift from unsustainable debt to taking responsibility for the future; from living week-to-week to planning for the future. This shift will help underpin a sustainable and balanced recovery.

We believe that individuals and families need the tools to take a proactive approach to managing their finances. As this report demonstrates, the vision and blueprint of the Thoresen Report to equip people with these tools will yield significant benefit.

I am delighted that the Consumer Financial Education Body (CFEB) has agreed to deliver an important commitment in the Coalition Government's programme: Britain's first free national financial advice service, which will include a new annual family financial healthcheck. CFEB will launch the financial healthcheck and fully implement the national financial advice service next spring.

The national financial advice service must build on these successes and lessons learned. But we must continue to look at ways to make the service even more effective: CFEB will look at how the national financial advice service and in particular the financial healthcheck can work with the grain of consumer behaviour and nudge people into taking the right kind of action. I look forward to future successes.



Mark Hoban MP

Financial Secretary to the Treasury

Chief Executive's Overview

I am very pleased to present the findings from the Money Guidance Pathfinder evaluation. The Pathfinder has highlighted the importance of giving people guidance and advice about financial matters, in addition to information and access to other resources.

The evaluation has shown that:

- As The Thoresen Review proposed, there is clear need and demand for a money guidance service. The service can successfully reach a cross-section of society;
- The Thoresen hypothesis that a multi-channel service will best meet the needs of a range of users and will deliver a comprehensive money guidance service is proven;
- The great majority of Money Guidance users were satisfied with the service and felt they received all the information and guidance they needed. Over three quarters of people's needs were met by the service. Eight in ten users would recommend the service to others;
- Nearly three quarters of users took action after using the Money Guidance service;
- The quality of Money Guidance sessions was good but Money Guides could have explored beyond the user's initial query more often than they did;
- The Money Guidance service has helped to improve people's financial capability and is capable of changing their behaviour; and
- A targeted and integrated marketing approach drives both awareness and response, and will contribute to the overall success of the service.

Our next step is to build on what we achieved and what we learned during the Pathfinder to deliver the national financial advice service. I am delighted the Government has asked CFEB to lead this programme by extending it across the UK, under our Moneymadeclear brand. As part of the service we will also deliver an annual family financial health check. Work has started to develop the new health check and the way in which it will be delivered to consumers, to help them manage their finances better

I am excited about the effect a national financial advice service will have across the UK. Our research has found that improved financial capability increases people's wellbeing. The findings of the report, Transforming Financial Behaviour which we have recently published, show that we can use learning from psychology and sociology alongside more traditional policy interventions to foster behaviour change. We are focusing on changing people's behaviours as a way of ensuring that our efforts to improve financial capability have impact and make a difference. We expect the national financial advice service will enable more people to take control of their money.

I encourage you to read our full response to the pathfinder evaluation. Working in partnership will be vital in achieving lasting change in people's financial capability: I look forward to collaborating with you as we take forward this next stage of the programme.



Tony Hobman

Chief Executive
Consumer Financial Education Body (CFEB)

2. Introduction

This paper comprises key findings from two reports on the Money Guidance Pathfinder:

1. The evaluation report written by Professor Elaine Kempson of the Personal Finance Research Centre (PfRC) at Bristol University; and
2. A summary of independent evaluation of the Pathfinder marketing and engagement approach.

These documents can be found alongside this paper on the Consumer Financial Education Body (CFEB) website www.cfebuk.org.uk

The Pathfinder has shown that the Money Guidance service is giving people the tools and information they need to take control of their financial affairs. This is consistent with its aims. We have also learned important lessons during the course of the Pathfinder that we will address as we work towards a comprehensive rollout of the national financial advice service.

3. The Money Guidance Pathfinder

The Thoresen Review

In January 2007, the Treasury commissioned Otto Thoresen, Chief Executive of AEGON UK, to lead an independent feasibility study into a national approach to generic financial advice. His work culminated in the publication of the *'Thoresen Review of generic financial advice: final report'* in March 2008¹.

The Thoresen Review concluded that a generic financial advice service would bring significant benefits to individuals and the UK's economy as a whole. The review set out a blueprint for a national 'Money Guidance' service, and recommended a pilot or Pathfinder to test this blueprint.

The central recommendation of The Thoresen Review to the government

To set up a Pathfinder to test the hypothesis set out in the report about delivering through partnership, the scope of the service and how to engage people.

The Thoresen Review Principles for a money guidance service

1. **'On my side'**: information and guidance that is impartial from the government and the financial services industry (FSI).
2. **Supportive**: support and guide individuals to help them to make better decisions, take action and change their behaviour so they can make positive steps towards improving their finances.
3. **Preventative**: the service is not designed for those in crisis. The service should help people budget and plan for today and the future, to be able to withstand financial shocks, to avoid crisis and to fulfil their aspirations. People in crisis may contact the service and they should be referred to the organisations best able to assist them.
4. **Universal**: available to all and in the medium term, free to the user.
5. **Sales free**: The service cannot recommend a product from a specific provider or that the user varies or disposes of an existing product. The service does need to be able to refer people to the FSI effectively, in line with the other principles. This could include explaining to the user the different types of services available from the FSI, particularly the types of adviser in the marketplace.

The Money Guidance Pathfinder

The £12m Money Guidance Pathfinder was run by the FSA's Financial Capability Division, under joint FSA and Treasury funding and governance arrangements.

After a period of development and planning, the Pathfinder was launched in April 2009 in the North East and North West of England, and it ran until the end of March 2010. The two regions were chosen as they were demographically representative of the UK as the whole, with sufficient numbers in groups identified as likely to benefit most from a money guidance service.

The service was delivered under the Moneymadeclear brand through three channels: the Moneymadeclear website, a telephone helpline, and face-to-face sessions delivered by a range of partners.

The Pathfinder aimed to reach a broad cross-section of society, but targeted those 'most vulnerable to the consequences of poor financial decision-making', which was The Thoresen Review definition of those who could benefit most from a money guidance service.

4. Key findings and lessons learned

We set out to measure a range of outputs and outcomes in evaluating the Money Guidance Pathfinder, anchoring these to the Thoresen recommendations.

These are:

- need and reach of the service;
- topic coverage;
- user satisfaction and advocacy;
- prompting action;
- quality of guidance;
- impact on financial capability; and
- engagement.

4.1 Need and reach

Key finding

As The Thoresen Review proposed, there is clear need and demand for a money guidance service. The service can successfully reach a cross-section of society.

Over the 12 months of the Pathfinder, the Money Guidance service delivered over 570,000 Money Guidance sessions to approximately 220,660 people across all three channels (web, telephone and face-to-face) in the North East and North West of England.

There were 542,700 website sessions, 3,811 telephone sessions and 24,595 face-to-face sessions

In a general population survey, 32% of people in the Pathfinder regions said they had needed information or guidance on financial matters over the previous 12 months. This is equivalent to a target market of 2.35 million people in the Pathfinder regions.

Over the course of the Pathfinder approximately 220,660 people in the Pathfinder regions received information and guidance from the Money Guidance service. Therefore, in a one-year pilot, the service reached about one in ten of those with a need.

This is comparable with the levels of use for other similar services in the Pathfinder regions. For example, the Citizens Advice Bureaux had been used by approximately 247,000 people in the Pathfinder regions during the previous year. Similar numbers of people had also used a range of websites covering money matters, including Directgov, Moneysavingexpert and confused.com.

Money Guidance sessions were delivered to people from all age groups and from a whole range of socio-economic groups.

Chart 1: Profile of service users by age
Note figures do not add up to 100% due to rounding

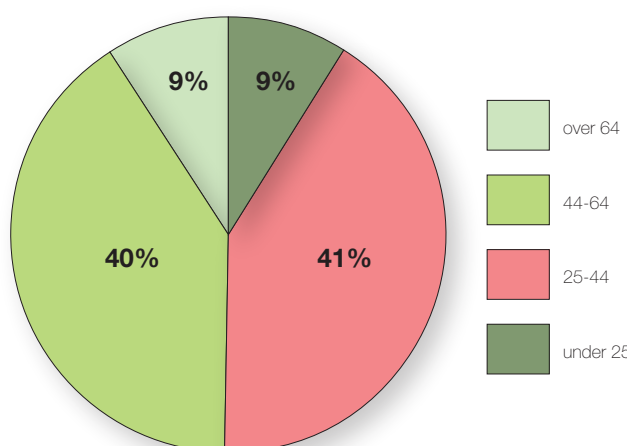
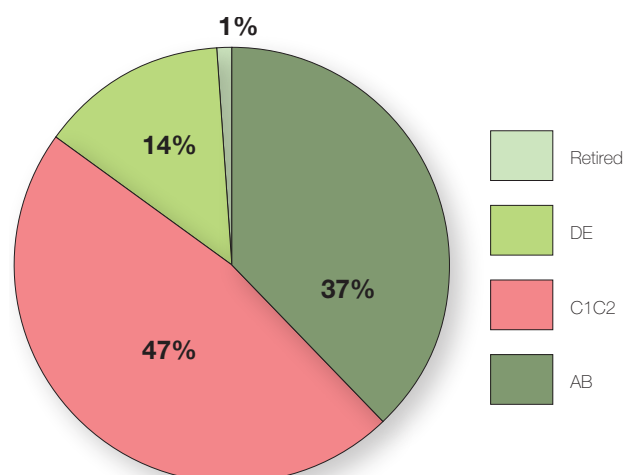


Chart 2: Profile of users by socio-economic group²
Note figures do not add up to 100% due to rounding



There were key differences in the people accessing the service via the three channels. The face-to-face channel reached the greatest proportion of those most vulnerable to the consequences of poor financial decision-making, those who are more economically disadvantaged. By contrast, the website reached a greater proportion of those people least vulnerable to the consequences of poor financial decision-making, who were less economically disadvantaged.³

² Socio-economic groups as defined by the National Readership Survey.

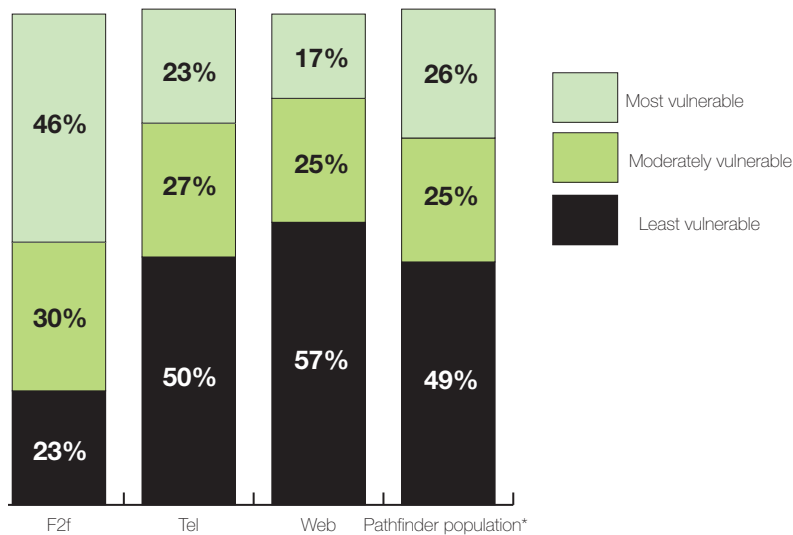
Groups are defined as:

A Upper Middle Class (Higher managerial, administrative or professional), B Middle Class (Intermediate managerial, administrative or professional), C1 lower middle class (supervisory or clerical and junior managerial administrative or professional), C2 skilled working class (skilled manual workers), D working class (semi and unskilled workers), E Those at the lowest levels of subsistence (Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income)

³ http://webarchive.nationalarchives.gov.uk/+/http://www.hm-treasury.gov.uk/d/thoresen_annex1.pdf

Chart 3: Proportion of users by vulnerability category for each channel

Note figures do not add up to 100% due to rounding



*People in the Pathfinder area who said they had needed information or guidance in the past 12 months.

What we learned

There is a need for the type of service that the Money Guidance Pathfinder offered to consumers. We are continuing to review the effectiveness of the service to ensure we meet the needs of a universal audience.

4.2 Topic Coverage

Key finding

The Thoresen hypothesis that a multi-channel service will best meet the needs of a range of users and will deliver a comprehensive Money Guidance service is proven.

Users came to the Money Guidance service with enquiries that varied depending on the channel. The web channel was very popular with people seeking best buy and product choice information. For the face-to-face channel, where 77% of users were vulnerable, 50% of enquiries related to social security and budgeting.

Across all three channels, the top three subject areas on which users wanted information and guidance were:

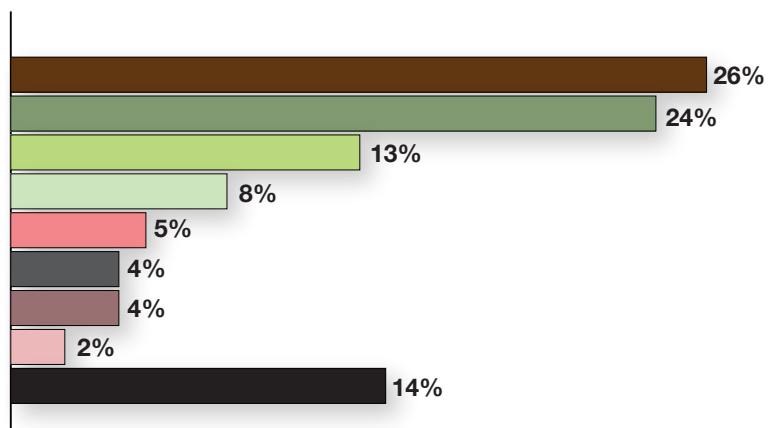
- mortgages (26% of all the sessions delivered during the Pathfinder);
- credit and borrowing (20% of all sessions); and
- budgeting (19% of all sessions).

Nature of enquiry

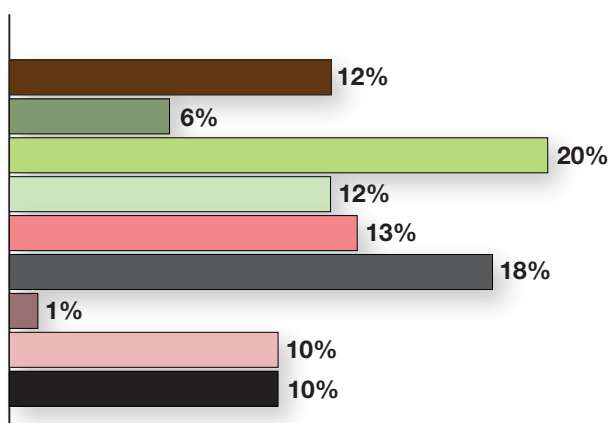
The most common enquiry across channels was from people wanting to gather best buy and product choice information before making a decision about a financial product. This accounted for 38% of sessions delivered during the Pathfinder. The next most common enquiry was for general financial product-related information (25% of all sessions).

Chart 4 Subject of enquiries by channel

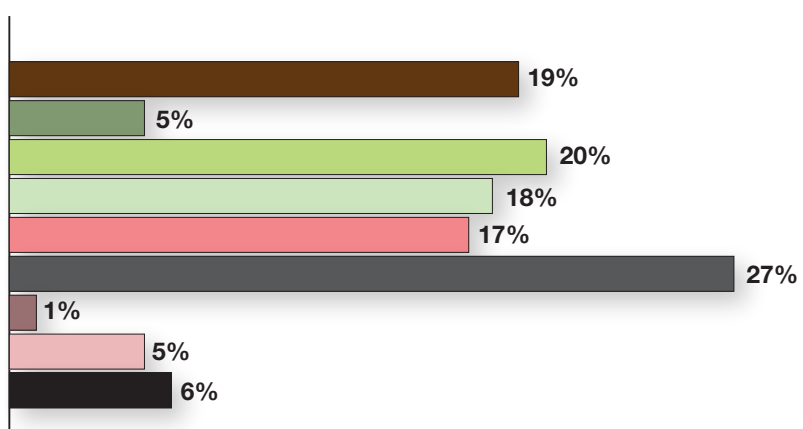
Face to face



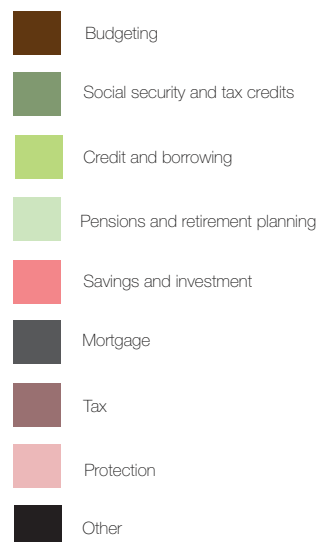
Telephone



Web



Key



Filling a gap

The Money Guidance service appears to be delivering information and guidance not currently provided elsewhere on:

- budgeting and credit and borrowing (across all three channels);
- mortgages (web only); and
- social security and tax credits (face-to-face channel only).

Immediately after using the service, 7% of Money Guidance users said that they were not at all likely to have used another source. This figure was the highest for the face-to-face channel with nearly a quarter (24%) of users saying they were not at all likely to have gone elsewhere.

What we learned

Different people have used the three channels in different ways for different reasons. This confirms that all three channels are required to deliver a comprehensive and universal service to users.

We will assess our channel strategy to ensure it continues meeting our users' needs. This also gives us an opportunity to review the type of information and guidance we are providing and whether all channels should provide universal topic coverage. In the future, we could promote certain topics to different types of user through the various channels, which would allow us to offer a more tailored service. This would also mean that some Money Guides might become highly trained in specific topics, which would have implications for recruitment and training.

4.3 User satisfaction and advocacy

Key finding

The vast majority of Money Guidance users were satisfied with the service and felt they received all the information and guidance they needed. Over three quarters of people's needs were met by the service.

Eight in ten users would recommend the service to others.

76% of users interviewed shortly after a Money Guidance session said they got all the information they wanted.

For each channel, levels of user satisfaction with the information and guidance provided shortly after a Money Guidance session were high:

- 90% of people using the face-to-face service were satisfied;
- 75% of people using the telephone were satisfied; and
- 74% using the web were satisfied.

Immediately after using Money Guidance, 79% of people said they would use the service again, if and when they needed financial advice or guidance. Two months later, 14% of those surveyed had already contacted the service with another query. This subsequent contact with the Money Guidance service was not necessarily via the same channel. This supports the findings that enquiry type and channel are linked and therefore all three channels are necessary to provide a comprehensive service.

In some cases, users reported that the service had not given them the information they wanted. The primary reasons for this were:

- the user was seeking help which required case work and was therefore outside the scope of the Money Guidance service;
- the user was asking questions that were particularly specific; or
- the user wanted regulated financial advice.

After using the Money Guidance service, 78% of people said they would definitely recommend the service to someone else. Two months after, 49% of face-to-face users had already recommended the service to someone else, as had 40% of web users and 34% of telephone users.

Follow-up research with service users indicates that the key drivers of satisfaction, and hence motivators for recommending the service were:

- expertise: the Money Guides were perceived by most as 'experts';
- clarity: achieved by greater understanding of their situation;
- options: being shown alternatives gave many a sense of empowerment; and
- practical tools and tips: e.g. budget planner and action list.

When they talk about recommending the service to others, users also highly value and frequently mention that the service is free, impartial and easy to access.

What we have learned

We are already seeing repeat usage of the service (currently around 14%). Awareness of the service is still relatively low (4% of people were aware of and could name the service, and 26% recognised the service when prompted with its name). We therefore expect usage to grow as the service becomes more established. We will monitor the long-term impact of high satisfaction levels as this should mean that word-of-mouth will support awareness building.

During a Money Guidance session, Money Guides need to explain the breadth of the service and that it is available through other channels. This should contribute to repeat usage figures.

Our aim is to deliver a service that consistently delivers high levels of satisfaction to our users – making sure we meet their needs in the way that we deliver the service and in the content that we provide.

4.4 Prompting Action

Key finding

Nearly three quarters of users took action after using the Money Guidance service.

When interviewed shortly after contacting the Money Guidance service, over three quarters of users said they got all the information they required from the Money Guidance session.

Money Guides prompted 90% of people to take action after their Money Guidance face-to-face or telephone session. They suggested actions including gathering information to compare products, making a budget or contacting financial providers for information on current products held.

Money Guides referred 57% of people to appropriate services after their face-to-face or telephone session. The main referrals were to financial product providers, the Moneymadeclear website and government websites.

Propensity to act

51% of users acted within two months on the information or guidance received from their Money Guidance session. A further 30% still planned to take some action when surveyed two months after using the Money Guidance service.

After six months a further follow-up interview was conducted with those who had not taken action within two months of their Money Guidance session.

- 51% of these people had acted;
- 29% had decided they had no immediate need to act (e.g. they were using the service for information purposes and the need to act had not yet arrived); and
- 20% (just 7% of all Money Guidance users) had remained truly inactive (however, this group also contained people who followed up various information sources but did not consider this an action).

Those that had not taken action six months after using the service were more likely to:

- be vulnerable to the consequences of poor financial decision-making;
- have enquiries relating to credit or borrowing and social security benefits; and
- have postponed taking action because they are 'too busy' or had identified other priorities.

Types of action taken

People with enquiries about budgeting and money management, debt problems and arrears or social security benefits were two to three times more likely to take action than those with best-buy product choice or general product-related queries. It is encouraging that these people, who are more likely to need to take action urgently, are doing so after using the Money Guidance service.

Table 1: Types of action taken within two months

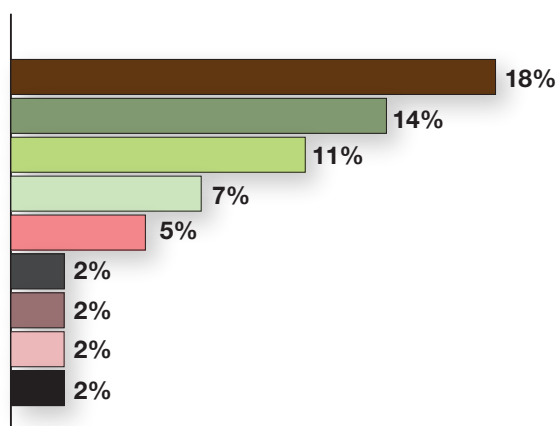
Action	% of users (all channels)
Applied for, bought or changed a financial product (including opened an account)	21
Started (drawing up) a budget, reduced spending or started to save/save more (inc into pension)	11
Sought info/advice	6
Pursued debt solutions	6
Pursued a complaint/claimed compensation/corrected an error	3
Applied for (extra) social security benefits/tax credits/state pension.	2
Made tax or VAT return/resolved a tax or VAT query	1
Increased or tried to increase income in some other way e.g. applied for job, claim	1

After their Money Guidance session, more than 21% of all users applied for, bought or changed a financial product. 74% of web users with a best buy or product choice enquiry went on to buy or change or financial product. The figure was 73% for telephone users. This demonstrates that using the Money Guidance service can increase activity in the financial services market place.

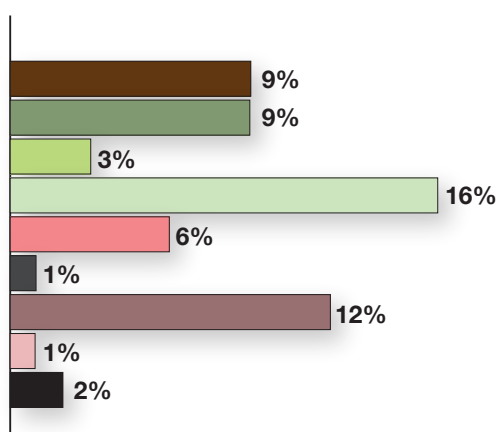
The service also generated a wide range of other actions, including helping and motivating people to start saving or to save more.

Chart 5 – Actions taken by channel
Percentage of people who did not take action not shown

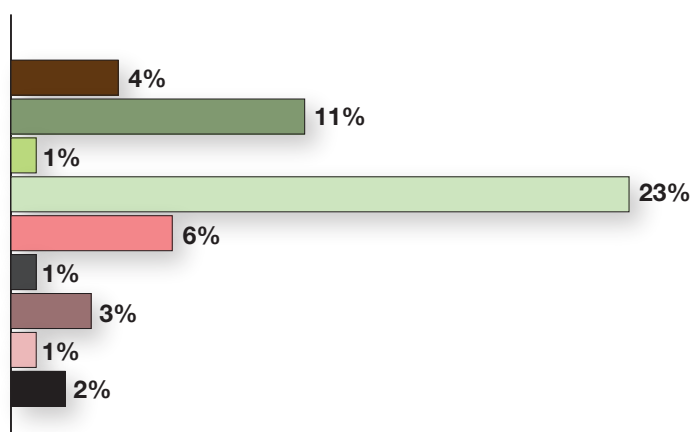
Face to face



Telephone



Web



Key

- Pursue debt solutions
- Started (drawing up) a budget, reduced spending or started to save/save more (inc into pension)
- Applied for (extra) social security benefits /tax credits/state pension
- Applied for, bought or changed a financial product (including opened an account)
- Sought info/advice
- Made tax or VAT return/resolved a tax or VAT query
- Persued a complaint/claimed compensation /corrected and error
- Increase or tried to increase income in some other way e.g applied for job, claim
- Other

What we learned

Users did not always follow through on the suggested referrals. Indeed, 31% of people who were referred to an organisation, and 44% of people referred to a website, did not follow these suggested next steps. These figures can be attributed to the fact that the majority of users were satisfied with the information and guidance they received in their original Money Guidance session.

However, the Money Guidance service needs to motivate and encourage more users to take the recommended action after their session. Money Guides have a role to play here by ensuring the user understands the importance of the actions or next steps they are recommending and why they are recommending them. Where Money Guides make referrals to other organisations or websites, they need to be made at the right time and for justifiable reasons. The service should make referrals to other organisations easy for the user. This will create a positive customer experience, throughout the user's contact with the service.

4.5 Quality of the guidance

Key finding

The quality of sessions was good but Money Guides could have explored beyond the user's initial query more often.

The quality of the information and guidance given to users of the service was generally good. However, there were several areas where the Money Guides could have gone further, probing beyond the user's initial query.

Staying within the Thoresen Boundary

The Thoresen Review proposed a 'consistent' boundary between Money Guidance and regulated advice⁴. We developed a set of protocols which set out the type of information and guidance Money Guides can give to users, for example ensuring that Money Guides do not make specific recommendations about particular products or types of product, even where advice about those products or types of product is not subject to regulation.

The Pathfinder evaluation has found that the Money Guides did not go far enough towards the boundary and that in some cases they could have offered more information and guidance to users, exploring issues in more depth and going beyond the user's initial query.

Face-to-face Money Guides were better at probing beyond the initial query. Telephone Money Guides only did so in just over half (54%) of all cases. In 13% of telephone cases the expert assessors identified that there was an obvious need to go beyond the presenting issue, but the Money Guide failed to do so.

Incorrect information

Most people attending a face-to-face session or having a telephone session received accurate information. However, quality assurance processes identified that incorrect information was given to users in 9% of sessions. Typically, the information was judged to have potentially misled the user, but should not have caused them any financial loss.

⁴ http://webarchive.nationalarchives.gov.uk/+/http://www.hm-treasury.gov.uk/d/thoresen_annex2.pdf

What we learned

The Pathfinder demonstrated that the Thoresen boundary gave Money Guides enough scope to provide adequate information and guidance to users. However, Money Guides were hesitant in approaching the Thoresen boundary and probing beyond the user's initial query. We are addressing this through our training and quality assurance processes.

We also plan to review the Thoresen boundary as part of our work on motivating more users to commit to taking action following a Money Guidance session. This links into work we are doing on behavioural change. In parallel, we are monitoring industry developments and the Retail Distribution Review, and how this will impact on the national financial advice service.

4.6 Impact on financial capability

Key finding

The Money Guidance service has helped to improve people's financial capability and is capable of changing their behaviour.

We have seen increases in financial capability scores across all five domains defined by the FSA's *Baseline Financial Capability Survey*⁵ published in 2006.

The five domains are:

- making ends meet;
- keeping track;
- planning ahead;
- choosing products; and
- staying informed.

However, the increases were only statistically significant (i.e. we are confident that the increases are as a result of the Money Guidance session) for the channel and financial capability domain combinations shown in Table 2 below.

Table 2 – Improvements in financial capability across the five domains

Financial capability domains	Face-to-face	Telephone	Web
Making ends meet	✓	✓	
Keeping track	✓		
Planning ahead	✓		
Choosing products	✓		
Staying informed	✓	✓	✓

✓ Statistically significant improvements

Users of the face-to-face channel were, on average, more likely to have improved their financial capability across all five domains. Users of the telephone service showed increased financial capability in terms of making ends meet and staying informed. Web users only showed an increase in one of the five financial capability domains, namely staying informed.

Web users consistently had the highest financial capability scores before a Money Guidance session while face-to-face users consistently had the lowest initial scores. Therefore, the opportunity for money guidance to increase web users' financial capability is less than its opportunity to increase the financial capability of face-to-face or telephone users.

What we have learned

The Pathfinder has proven that money guidance is a key tool in improving financial capability. As the service becomes national, it has the potential to increase financial capability scores at a national level.

4.7 Engagement

Key finding

A targeted and integrated marketing approach drives both awareness and response, and will contribute to the overall success of the national financial advice service.

Supplying information, education and guidance does not, in itself, stimulate demand. In order to persuade and motivate people to engage with the service, we need to raise awareness among our audience that they have a need and then to actively promote the benefits of the service to them. During the Pathfinder we worked with stakeholders and intermediaries to engage people; we also rolled out an integrated marketing campaign.

The key lessons learned are:

- the use of TV increases awareness and has a greater impact if used as part of an integrated campaign;
- paid online search advertising is the most effective media channel for driving users to the website;
- targeting our communications enables us to develop messages that resonate with our target audience; and
- providing contextual information about the resources and tools available, allows the target audience to understand the offering and realise the benefits of using the service.

Further details can be found in Annex 1, including the campaign objectives.

What we learned

The campaign delivered its objectives and gave us the opportunity to evolve our approach. We have taken lessons from the Pathfinder which will shape our approach in the future.

5. Building on the Pathfinder

5.1 National financial advice service

In meeting its objectives, CFEB is responsible for taking forward the national financial advice service and extending it across the UK under the Moneymadeclear brand. The Moneymadeclear website and telephone helpline are already available across the UK and face-to-face sessions are being run in 37 priority areas. These include Greater London, Scotland, Wales, Northern Ireland and the Pathfinder regions. A full service will be implemented by spring 2010.

The findings from the Pathfinder evaluation will inform the way we deliver the national financial advice service. The Pathfinder has confirmed that the three channel approach is meeting our users' needs and delivering high levels of satisfaction. To continue doing this we will ensure that Money Guides feel more confident in approaching the boundary with regulated advice. In the last year, we worked with Pathfinder contractors to incorporate interim evaluation findings from the expert assessors into the training and quality assurance regime. We will work with our new contractors, following the awarding of national contracts, to ensure the training programme for Money Guides take the Pathfinder Evaluation findings into account.

The national financial advice service will act as a catalyst in motivating people to take action to understand their financial situation. It is an integral part of the overall CFEB offering and provides a consistent thread linking all our products. Creating logical links between our products and the national financial advice service, so that users know where to go for help and what the next step is for them will contribute to an overall positive user experience. This should mean that users recommend the service to others, and use it again themselves when the time is right.

CFEB has a key role to play in fostering a culture of saving in the UK. Building on the achievements of the Pathfinder, the national financial advice service will focus on how to encourage consumers to take action and change their behaviour, specifically concerning saving for the future. Contributing to this will be a new financial health check, which was announced in the Emergency Budget on 22 June 2010. The financial health check will be an online resource that is delivered through all channels as part of the national financial advice service. We have already begun work to develop this. We will test concepts with consumers to understand their needs to help them manage their finances better. We plan to launch the financial health check in spring 2011, alongside the national financial advice service.

5.2 The creation of the Consumer Financial Education Body (CFEB)

CFEB was created in April 2010 by the FSA under a requirement of the Financial Services Act 2010. CFEB has the statutory responsibility to enhance:

- the understanding and knowledge of members of the public on financial matters (including the UK financial system); and
- the ability of members of the public to manage their own financial affairs.

CFEB has taken over the leadership of the National Strategy for Financial Capability from the Financial Services Authority (FSA) in partnership with government, the financial services industry and the third sector. Working with industry and other partners we provide financial information, education and advice to people, including at key stages in their lives. This is done through the Moneymadeclear website and over the phone, by offering seminars in the workplace, by training key frontline workers and by distributing printed guides. We work in partnership with intermediaries like youth workers, midwives and student money advisers, to reach key target groups.

CFEB is developing its strategy in light of its new statutory objectives and will continue to focus on information, education and advice initiatives to help people take control of their finances and make informed choices. CFEB can receive funding from several sources, including a social responsibility levy raised through the FSA levy as proposed by the new coalition government.

6. Annex 1 - Engagement

6.1 Approach

The FSA and the Treasury worked with the Central Office of Information (COI) and appointed agencies, to develop an integrated marketing campaign for the Pathfinder in the North East and North West of England. There were two main phases of communications activity: the first phase of the campaign started on 20 April 2009 and ran through until the end of July 2009. The second phase ran from early September 2009 to the end of November 2009.

The aim was to understand how effective various media channels are and the impact they have on consumer engagement. The findings from the evaluation programme would then be used to inform any future marketing activity.

The specific objectives of the marketing campaign were to:

- generate awareness of the Money Guidance service amongst the target audience;
- drive users to the Moneymadeclear website and helpline; and
- overcome cynicism by explaining the benefits of the service, and that it is impartial, accessible, 'on my side' and authoritative.

The target audience was defined as those vulnerable to the consequences of poor financial decision making, as set out in The Thoresen Review, (groups 6-11 on the vulnerability scale). We also looked at minority groups within this range, including Black and Minority Ethnic (BME) communities.

In the North West, TV was the lead communications medium with radio leading in the North East. The campaign also included PR, online search, online advertising, local press and door drops. A specialist BME agency was procured to deliver the campaign to minority groups within the North West. In addition, a Moneymadeclear roadshow visited 29 towns and city centres across the Pathfinder regions, over five weeks in October and November 2009.

6.2 Evaluation of consumer engagement

We carried out a comprehensive programme of evaluation over the course of the Pathfinder tracking campaign awareness and media effectiveness. Measures included:

- awareness of the advertising campaign;
- awareness of Moneymadeclear (both the service and the brand);
- what people did as a result of seeing the advertising campaign; and
- the efficiency and effectiveness of media channels both individually and as part of an integrated campaign.

Halfway through the campaign, we also commissioned a specific piece of research to gain an understanding of how our advertising creatives and messaging were resonating with the target audience.

6.3 Effectiveness of the marketing campaign

Using only TV in the media mix in the North West and only radio in the media mix in the North East provided an opportunity to compare the two media channels. Awareness of the Moneymadeclear service increased by 13 percentage points in the North West and it increased by 8 percentage points in the North East.

Research showed that nearly half of those that were aware of Moneymadeclear at the end of the campaign associated it with positive brand values. Phrases such as 'impartial, informative and useful' were used to describe the service. The remaining users were unsure what the brand values were, which highlights the need for raising awareness of the brand and its benefits.

We used online search advertising to direct users who were actively looking for help with financial matters, from Google to the Moneymadeclear website. This activity was very effective and enabled us to meet our target. In addition to this, we found that once on the site, consumers were actively engaging with the content, with 26% ordering literature, using online calculators or visiting the comparison tables.

This figure compares favourably with other similar Government campaigns with 8% being the COI norm for active engagement. There was also an average increase of 10% in online searches for Moneymadeclear brand terms, directly after the TV advertisement was aired. This conversion from TV brand awareness to an online response demonstrates the value of an integrated approach.

6.4 Developing the second phase of the campaign

In August 2009 we commissioned research to explore whether there were any barriers in the advertising campaign that were discouraging people from engaging with the service. The results showed that there was a mixed response to the advertising, in particular some people with money thought it was a crisis service and not for them, and others in crisis felt it was for those who had money.

As a result of these findings we revised the advertising messages and reviewed the marketing plans for the remaining months. This included additional targeted door drop activity, with leaflets describing the Money Guidance service and explaining the benefits and breadth of the service. The results show that this had a positive impact as consumers were twice as likely to contact the Money Guidance telephone service after receiving a door drop leaflet, than if they had not received one.

6.5 Roadshow marketing

We also used roadshow marketing to raise the profile of the service, by showcasing Moneymadeclear and providing consumers with the opportunity to interact with a Money Guide, and the tools and resources. The roadshow consisted of a Moneymadeclear trailer and trained Moneymadeclear representatives who were on hand to give information and face-to-face money guidance sessions. This enabled us to take the service directly into communities across the North East and North West. During October and November 2009 representatives on the Moneymadeclear roadshow discussed financial issues with over 11,000 consumers and Money Guides delivered over 700 full money guidance sessions.

6.6 Black and Minority Ethnic (BME) communities

We supplemented our marketing activities with additional tailored messages to BME communities as they have particular financial needs and are less likely to use mainstream media. In the North West, we used direct marketing to reach this audience by attending South Asian events and creating links within the community. We also created strong partnerships with influential media titles such as Asian Lite, receiving wide coverage in a range of publications.

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