

Product Profile

## Image Strength & Weakness Analysis

### Understand Your Organization’s Competitive Strengths & Weaknesses as Perceived By Your Most Important Prospects

#### What is Align’s Image Strength & Weakness Analysis?

The Align Strength & Weakness Analysis is a primary research project (custom designed for your organization) which enables you to understand how your prospective customers define quality & value in your market area.

By applying a rigorous research methodology, Align assists you in identifying -- & prioritizing -- the motivating factors for selecting a financial institution. The analysis measures how your organization & your key competitors rate on those attributes.

The findings clearly identify your competitive strengths & weaknesses as perceived by your most important target prospects in your unique geographic markets.

#### Why an Image Strength & Weakness Analysis?

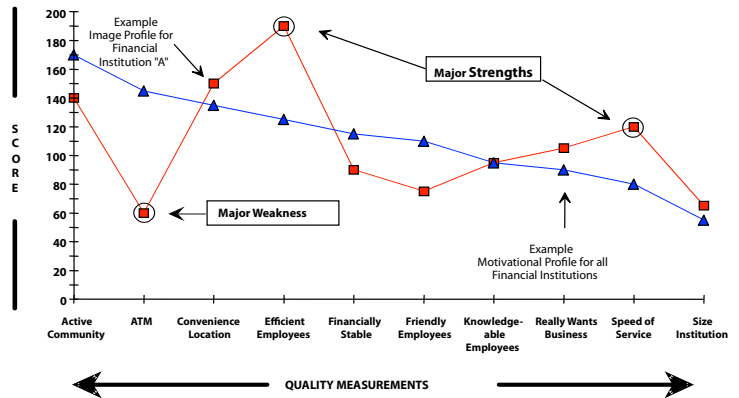
Your market is hotly competitive & getting hotter still. Your competitors have already begun “cherry picking” your most profitable customers & they are positioning themselves to do it even more & in an increasingly more targeted fashion. Whoever wins in this environment will have a deep understanding of how their organization is perceived in the marketplace.

Ongoing dialogue with customers & non-customers through primary research is vital to your organization’s ongoing success. The Image Strength & Weakness Analysis will identify:

- What influences your target prospects to choose one financial institution over another.
- What is your reputation for products & service.
- What your prospects believe about your organization.
- Which competitors have the best opportunity to take business from you & which ones offer you the best opportunity to capture business.
- What not to change.

#### What is the Align Engagement Process?

- **Goals & Objectives** -- Align’s marketing research team begins by reviewing your business & marketing objectives, geographic footprint, market segmentation strategy & the issues that you believe are driving the banking selection decisions in your market.
- **Methodology** -- With this background information in hand, our professionals work closely with you to develop a marketing research approach, including random sampling of customers & prospects to appropriately represent the competitive environment in your market area. A survey questionnaire & a data collection methodology are designed by Align & approved by your team.
- **Execution** – Align oversees the data collection in your market area & tabulation of the results.
- **Findings** – Align analyzes the research findings & develops the recommendations that align with your business & marketing objectives. The results are presented to your management team in a one-half day management workshop.



#### What are the Benefits to You?

Perception is reality. The Image Strengths & Weakness Analysis is a key research study for understanding the perceptions of your organization & your competitors – and it establishes the foundation for all strategic & tactical marketing programs.

Most importantly, it will reveal what high priority prospects want in the way of products & services & how well they think your organization & your competitors are meeting their needs. This is critical information for helping you to define your way forward in today’s market.