

CitiSlickers Client Question

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Question Type	Team's Question	Who Answers It	Why it Matters
Investigative	Where is the housing market hot?	Government Data	Shows regions with high buyer activity, key markets for promoting the offer
Speculative	How might we create an emotional connection strong enough to motivate customers to switch to Citibank?	Citibank's internal Marketing & Brand Team	People already developed trust with the banks that have approved them for their mortgage. Citibank needs to establish more trust and incentive than these other banks in order to persuade these people to switch.
Productive	People value face-to-face interactions when dealing with this process due to the high emotional charge behind the homebuying process. How can Citi achieve this through the online interface?	Citibank	People desire connections with other people to build trust, and with a contract that involves high uncertainty financially, people will need to be able to trust Citibank before agreeing to get a mortgage from them.
Interpretive	Is the goal relationship building or the transaction	Citibank – marketing or pr	how the webpage should frame the offer
Subjective	What do homebuyers feel when they think about switching lenders, and how can Citi show that it understands those emotions, not just the numbers?	General Homebuyers	It ensures that we're considering the customers feel to alleviate some of those feelings if they are negative.