

Client Success Stories



Author



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About The Author

Evie's journey started with an interest in understanding human behaviour began during her undergraduate degree in Psychology at the University of Leeds. This was followed by a Master's in Psychology where she specialised in Brain Imaging and Cognitive Neuroscience.

About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.



An Amigo Here To Help

Optimising messaging options to communicate with customers.



The Challenge

Amigo Loans are a credit lender authorised and regulated by the Financial Conduct Authority. Amigo offer borrowing, with the backing of a guarantor, to customers with low credit scores. Following the COVID-19 pandemic, Amigo were looking to redevelop their brand positioning and benefits with new messaging options. Research was required to explore the effectiveness of these new communications.



Research Approach

We used a mixed-method approach as the most effective way to maximise research outputs for this project. A quantitative survey was conducted online to evaluate the five messaging concepts developed by Amigo. This survey was supplemented with qualitative, one-to-one depth interviews to gain a more granular level of insight into perceptions of Amigo and the proposed messaging strategy.



Research Findings


The research provided insights into brand awareness and usage as well as giving a look at the market in general. In terms of headline messaging, two clear winners were identified as being the most appealing, with the highest "likely to use" scores. Supporting statements around flexibility and support were found to be universally appealing.



Action

The research informed Amigo Loans on how to optimise their messaging with a view of improving conversion rates from awareness to usage.

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