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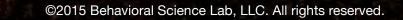
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Photograph by The Huffington Post UK

COLOR SLIDES













Photograph by Sean O'Kane





Fees

Services Offered

ATM Locations

Experience with Employees

Credit/ Debit Card

Mobile/ Online Experience

In-bank Atmosphere



CREDIT/ DEBIT CARD MOBILE/ ONLINE EXPERIENCE **SERVICES** FEES **OFFERED**

ATM LOCATIONS

EXPERIENCE WITH EMPLOYEES

IN-BANK ATMOSPHERE

IN-BANK ATMOSPHERE

EXPERIENCE WITH EMPLOYEES

SERVICES OFFERED

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ATM LOCATIONS

1.00

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MOBILE/ ONLINE EXPERIENCE

FEES

James

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I need to see myself in the brand.

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The brand needs to reaffirm it.

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The brand needs to continue to develop the relationship.

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What Does This All Mean for YOU?

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Personal Connection to a Cause

Reputation of Charity

Influence of Others

What I Get from Giving

© 2015 Behavioral Science Lab LLC. All rights reserved. We studied 568 Individuals | Ages 25+ | \$35K+ HH income | Travis County – Balanced on age, ethnicity and HH income | Giving at least \$25 within 12 months (Not e



Value of Charitable Giving

Giving for a Specific Outcome

How Much Money I Give

Martin

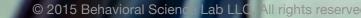
ch or school)

PERSONAL CONNECTION

SPECIFIC OUTCOME

REPUTATION

VALUE OF GIVING



WHAT I GET FROM GIVING

INFLUENCE OF OTHERS

HOW MUCH I GIVE

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Photograph by Stephen Gartner

PRICE DISCOUNT

HOUSEHOLD MEMBER INFLUENCE

PRODUCT QUALITY

IN-STORE SHOPPING EXPERIENCE

SHOPPING IN MULTIPLE STORES

STORE SELECTION

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SHOPPING BUDGET

LIST/PLAN

TIME SPENT SHOPPING

WHEN YOU SHOP

Picture by U.S. Army Corp<mark>s of Engineers</mark>



Picture by Kevin O'Mara





Picture by Kevin O'Mara

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