



YOUR FIRSTMOVE

TO A FINANCIALLY EMPOWERED YOU

TEAM 6

AGENDA

01

Insights & Objectives

02

**New Product
Recommendation**

03

Activation Strategies

04

**Objective & Strategy
Connection**

THE CHALLENGE

FirstBank struggles to attract **young customers**, who often stay with their **parents'** banks and **lack** financial **literacy**. Without a clear strategy for Gen Z, FirstBank risks **missing out** on this key market. The FirstBank must offer **innovative, convenient** solutions that build financial literacy and healthy habits to engage the next generation.

GEN Z INSIGHTS

Gen Z expects **personalized, flexible, & convenient** solutions



Prefer **Digital** Platforms for financial **education** & support



Credit Card Paradox: See them as necessary but risky



Financially Motivated by **Experiences**



Eager to adopt healthy financial habits but **don't know where to start**



OBJECTIVES



**student friendly
solutions**



**accessible learning
tools**



**personalized digital
experience**



THE FIRSTMOVE CARD

is built uniquely for young adults to do more with their finances

The FirstMove Advantage

The credit card comes with:

First establishing a checking account through FirstBank

\$200 sign up bonus

\$50 referral bonus

0% Intro APR offer

Engaging In-App Experience

Comes with the in-app financial hub:

Budget Planning Tools

Savings Tracker

Spending Limits

NEW IN-APP FEATURES

Customers can utilize the new in-app financial hub for better financial management and learning.

NEW QUICK ACTION



Financial Hub

QUICK ACTION BUTTONS



Transfer



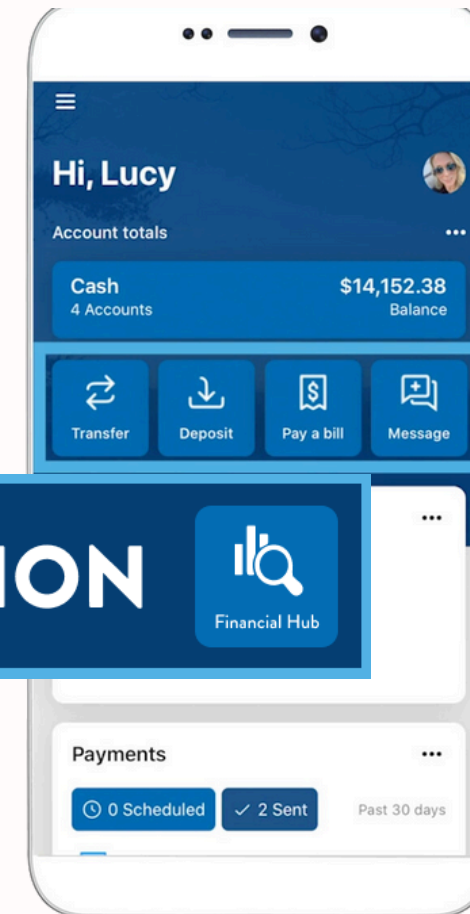
Deposit



Pay a bill



Message

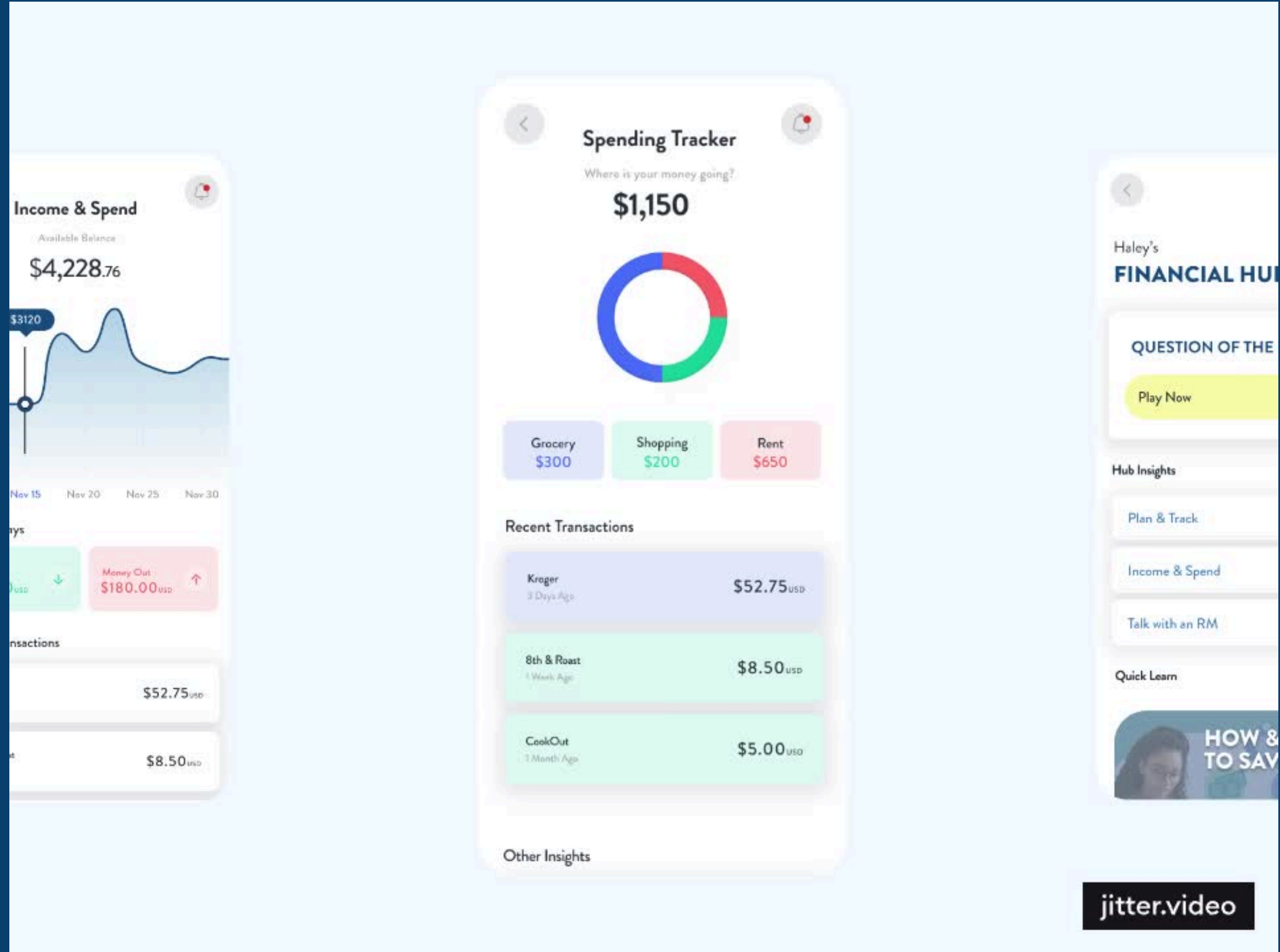


Current App Interface

NEW QUICK ACTION



Financial Hub



BENEFITS

MAKING INFORMED AND EMPOWERED FINANCIAL DECISIONS



ACQUISITION ANCHORS

- Bonuses and interest rates allow for low transition costs and debt management solutions



BUDGET PLANNING

- Allows customers to plan for the upcoming travel, experiences, and future



BUYING LOCAL

- Redeemable cash back points when buying local



ACTIVATION STRATEGIES

SOCIAL MEDIA

TIKTOK



now

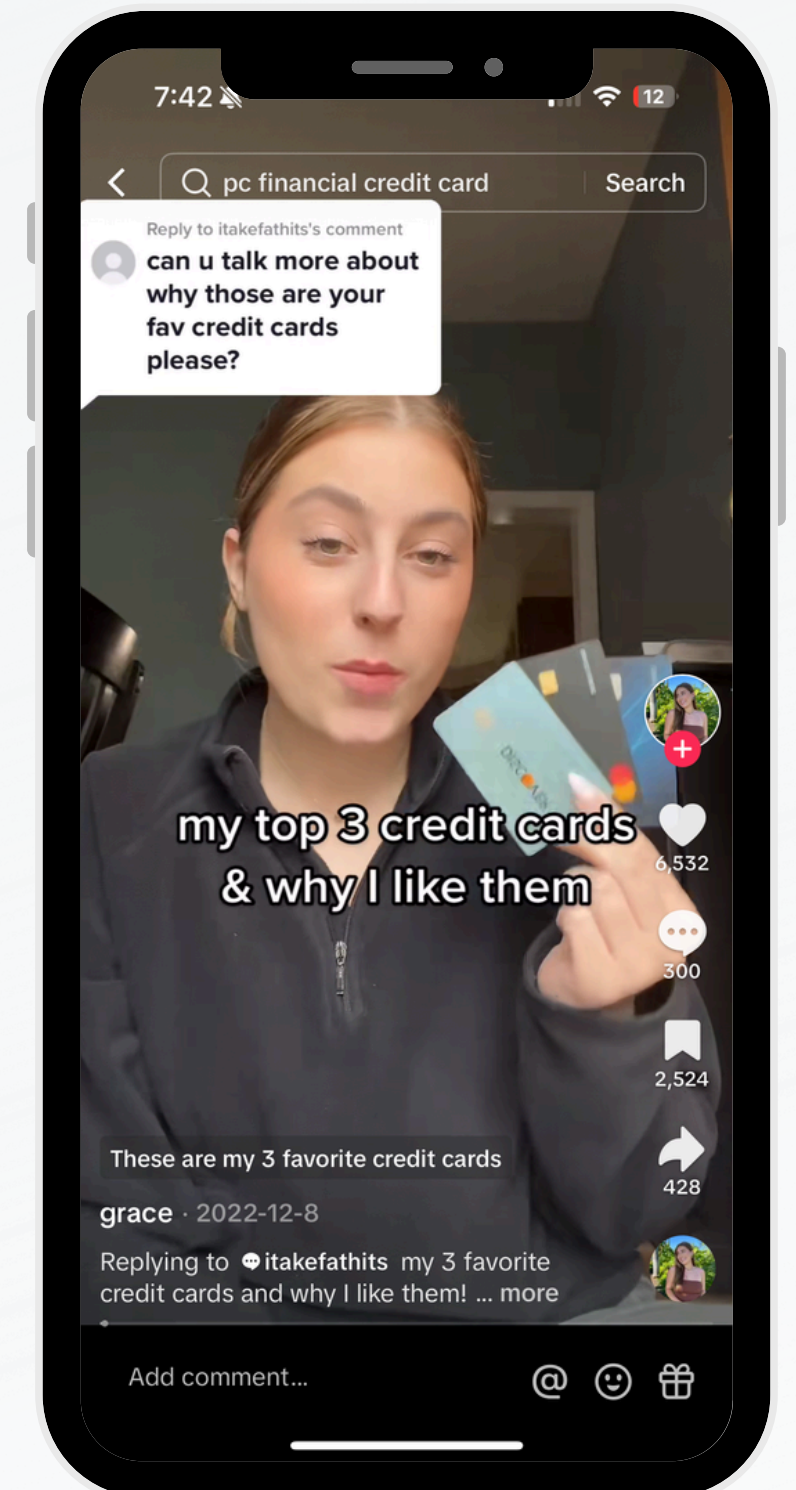
Taylor Swift just announced her 2025 tour!
Get on a \$100 monthly savings plan now 🏙️🏠🌸

EDUCATIONAL

- Planning a Europe trip? (\$4,000/2 weeks) Here's a savings plan!
- How to get and keep a good credit score? why is it important?
- How to get a loan?

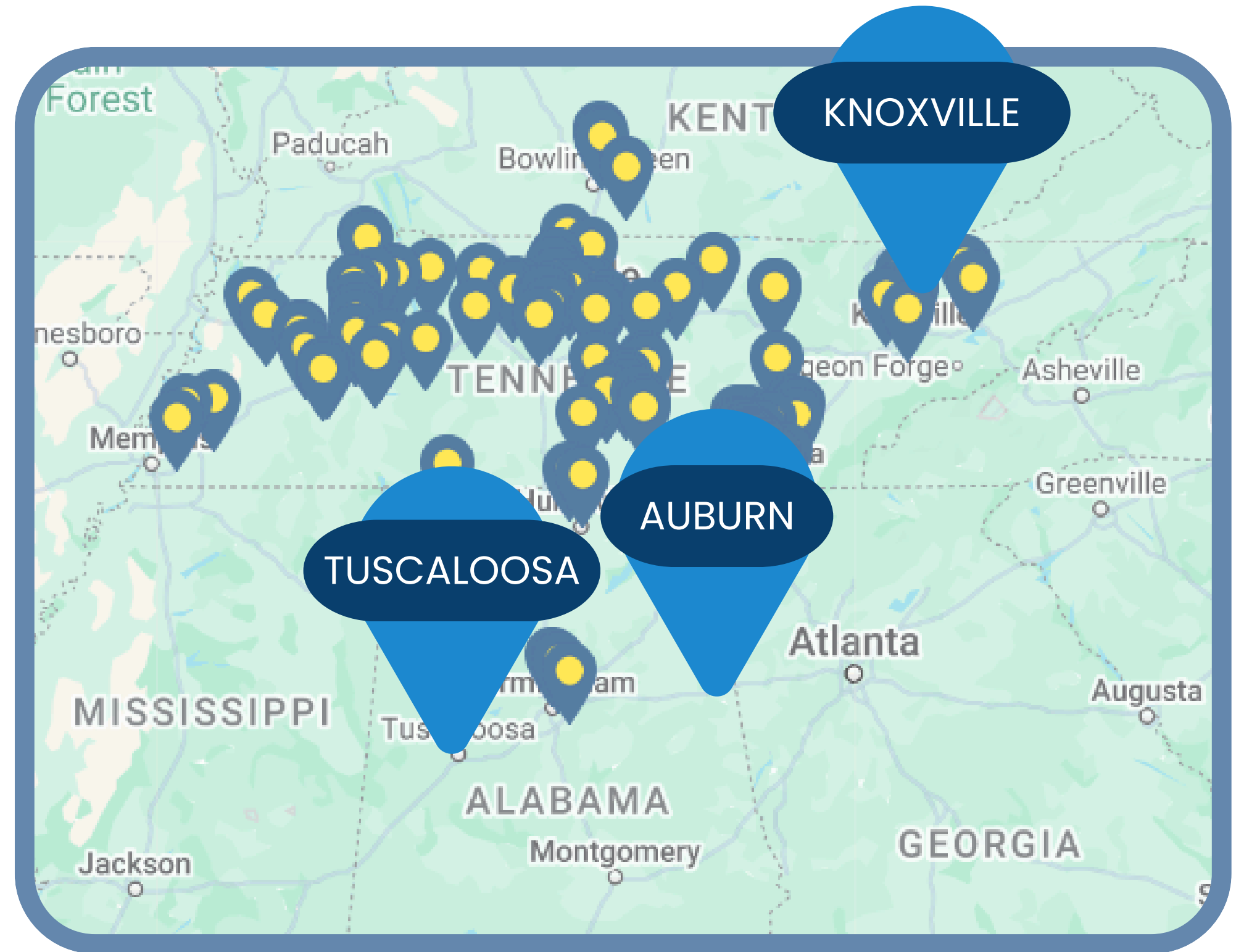
LIFESTYLE

- FirstMove card unboxing
- Day in the life volunteering edition
- Benefits of shopping locally using the FirstMove card



COLLEGE CAMPUS VISITS

College campus activities will take place in three nearby college towns that have high populations of in-state students.



STRATEGIES



AMBASSADORS

- Hiring real students to represent the FirstMove card and its benefits



GAMEDAY EVENTS

- "Fortune teller" booth
- Incentivizing sports fans, not just students



CUSTOM CARDS

- Allowing students to create cards showing off their school pride
- Builds on existing infrastructure

FirstBank

BANK ON GOOD FORTUNE,
YOUR FUTURE STARTS HERE!



EXPERIENTIAL MARKETING ACTIVATION

STUDENT-RUN SCHOOL BANK

Student-run bank with supervision of FirstBank employees:

- Packet sent home to parents with information about the program and how to open a savings account for their child
- Once a month at elementary schools around local branches
 - Students can make deposits and withdraws
 - Count money
 - Start saving for their futures and develop smart money habits
- FirstBank employees can use this experience toward their 2 days of volunteer work



LIFECYCLE

**ELEMENTARY
SCHOOL**



Open savings
account

**MIDDLE
SCHOOL**



Swipe Smart
card

**HIGH
SCHOOL**



Swipe Smart card
-or-
Open checking
account,
FirstMove card

COLLEGE



FirstMove card

Goal: Lifelong members of the FirstBank Community

- 62% of bank clients in North America were likely to stay with their primary banks
- 85% of people from TN stay in state for college

-Statista

ROBLOX STOREFRONT

Bringing FirstBank's
community-centric approach to
the virtual universe of Roblox,
where gamers can:

- Work at a bank
- Learn about finances and spending
- Save using a virtual First Move account and card
- Spend in-game currency



SUMMARY OF OBJECTIVES



student friendly solutions

- »» First Move card created with Gen Z students in mind
- »» Increased college campus presence



accessible learning tools

- »» In-app quiz of the day
- »» Student-run bank and Roblox storefront



personalized digital experience

- »» In depth in-app financial feedback
- »» 24/7 access to relationship manager



Thank you!