



PI SIGMA EPSILON
Miami University



Project Type: Market Research

Industry: Financial Services

Client: Western & Southern

Business Challenge

PSE Miami was charged with developing a marketing strategy to target millennials for Western & Southern Financial. Our teams conducted both primary and secondary research and developed recommendations which they presented directly to Western and Southern Financial representatives. The length of the project was 12 weeks.

Our Work

Six teams from our new member class and their upperclassmen mentors worked for Western & Southern throughout the semester. Each team set out to understand why millennials lack financial literacy after graduation, and why saving for retirement is an afterthought until the age of 30. Some of the primary research methods included focus groups, surveys, and in-depth interviews, while secondary research methods included the utilization of Mediamark (consumer demographics database), Mintel (industry and demographic reporting database), and Nielsen data. After deriving key insights, the teams designed social media strategies, web pages, programs, advertisements, and other opportunities to better engage with potential millennial customers.

Our Impact

Western and Southern was impressed with the vast quantity of “turn-key” solutions provided by PSE Miami. One PSE member was hired as a summer intern to implement all of our chapter’s recommendations. Western and Southern gained valuable insight into their target market through research conducted and analyzed BY their target market, and PSE Miami members gained experience in marketing research.