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Content: BDRC's new Project Mercury

## **BDRC to review providers over their marketing effectiveness**

Business Development Research Consultants has launched a research project to track mortgage providers' marketing effectiveness.

Project Mercury's aim is to provide data on mortgage provider's services and products.

The data monitor's brand standing among mortgage intermediaries out of an interview sample of 300 mortgage intermediaries a month. It gives a monthly overview with percentages based on how well mortgage lenders are marketing their brands and brand comment recall from other mortgage intermediaries. The research concludes with an evaluation of the Return on Investment.

Tony Wornell, director of BDRC, said: "This has a key impact for mortgage intermediaries as it measures standards of individual brands and monitors the impact of their marketing."●