



April 3, 2018

Memorandum to: Shagufta Ahmed  
Policy Analyst  
Office of Information and Regulatory Affairs  
Office of Management and Budget

From: Manuel E. Cabeza  
Counsel  
Federal Deposit Insurance Corporation

RE: FDIC Franchise Marketing Survey

Under FDIC “fast-track” generic clearance entitled “Occasional Qualitative Surveys” (3064-0127), the FDIC hereby submits for OMB review the generic survey “FDIC Franchise Marketing Survey.” This survey will be transmitted to the contact for each financial institution that participates in an FDIC franchise marketing project. The survey will be sent electronically shortly after the franchise marketing project is concluded to gauge the financial institution’s satisfaction with the marketing process, as well as to solicit feedback for possible improvements. This will be a renewal of coverage for this survey.

Bankers will be asked seven yes or no question regarding the completeness and sufficiency of various parts of the marketing process with an opportunity to provide related comments and suggest improvements. They also have an opportunity to request contact from an FDIC representative if they wish.

The FDIC estimates that there will be approximately 88 responses per year.

|                |  |           |
|----------------|--|-----------|
|                | <i>Annual Estimated Number of respondents:</i> |           |
| 88             |  |           |
| <i>minutes</i> | <i>Estimated Time per response:</i>            | <u>20</u> |
| <i>hours</i>   | <i>Total Estimated Annual Burden:</i>          | 29.3      |

Total estimated burden for the annual collection of this information is 29.3 hours.

If you have any questions, please let me know. Thank you for your consideration.