

# ZURICH. THE POWER BEHIND YOUR PENSION.



'Powerful' New Advertising Campaign

05 September 2016

## Power.

We're always talking about it. We plug in the 'power cable'; the steering of our car is 'power assisted'; we speak of the 'powers that be'.

But what about the power behind a pension?

## ZURICH. THE POWER BEHIND YOUR PENSION.

I am delighted to advise you that today, 5<sup>th</sup> September, Zurich launches its 2016 nationwide pension advertising campaign. In previous years we have led with very strong campaigns and this year is no exception.

Our 'Power' Campaign will run over the next nine weeks, and you and your customers can catch it on **TV, digital, Facebook, YouTube, on-demand TV, billboards, bus shelters, press and radio.**

Watch out tonight for the airing of our TV ad at approximately 9.15 pm on RTE, TV3 & TG4.

### So what is the power?

From our award winning product and investment performance to our trusted brand and our expert people – when combined, these are the *power behind a Zurich pension.*

The ads refer to our recent pension awards, as just one of the 'reasons why' your customers should believe in the power behind a Zurich pension.

- Best Pension Product – IBA, 2015
- Best Investment Performance – IBA, 2015
- Pension Management Firm of the Year - Business & Finance, 2016

### Driving pensions business to you

As with all Zurich pension campaigns, the ad directs customers to a Financial Broker, or to our website where they can use the Advisor Finder to get in touch with one.

In support of the campaign, we have updated our popular '**Start Now**' pension brochure and we have a new suite of **pensions posters** – choose between posters that leverage the nationwide campaign OR go for unbranded pensions posters. You can order these through your Zurich Life Broker Consultant.

A key objective of the campaign is to drive pensions business to your door and I invite you to get behind the campaign and I wish you many busy weeks ahead!

### 'Start Now' Pension Brochure



[Click here to view PDF](#)

### 'Planning For Your Retirement' Poster



[Click here to view.](#)

### Zurich's New Advert Poster



[Click here to see our new poster](#)

### Contact

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