

## **Pensions. Who wants to know?**

### **Breaking the pensions advertising mould**

Achieving cut-through with busy people at a busy time of year with a product they're not really all that interested in. All in a day's work!

Sit back for a minute and imagine you're 30-something again; your future ahead of you; climbing the career ladder; juggling your favourite festivals and your least favourite cousins' weddings; settling down; starting your own family... It's a lot to take in, right?

#### **30-somethings. In demand.**

So imagine on top of that, that you're in most Irish companies' target audiences - certainly every financial institution wants a piece of you. And why not?! You're earning a few bob, you're probably not too tied up financially yet, you're shopping around and planning for the future. As a 30 something you are the perfect customer!

#### **Standing out from the crowd**

Several months ago, Zurich Life started thinking about what they could do to break through the clutter in the market place and get people thinking about planning for their retirement.

"We started with a tough truth" Elaine Fitzpatrick, Marketing Manager, Zurich Life fills us in. "While we in the industry eat, sleep and breathe pensions, our target audience really doesn't. When they're pushed to think about their pension, our research shows us that they feel it's too far off to have a significant impact on their lives now. And so, we set

ourselves a clear goal to get people thinking and encourage them to do one thing – sort out their pension through a broker."

#### **Simple goals aren't always simple to tackle...**

Zurich Life set out to create a campaign that would set us apart from its competitors and make 30-somethings sit up and think. Built on insights from customer research and behavioural analysis, the campaign makes retirement more tangible by bringing people face to face with a future image of themselves.

The campaign is based on the idea of a 30 year old receiving a letter from their future self who is happy in their retirement. It pushes him or her to start making retirement plans. And who better to trust than your future self? When combined with the strength, quality and expertise associated with Zurich Life, it's a compelling proposition to get people thinking about their pension today.

#### **Bringing in results**

The "Dear 30 year old me" campaign is already generating lots of attention with ads in all major national newspapers, presence on some of Ireland's most visited websites, supported by nationwide radio and outdoor advertising.

And hopefully you'll be feeling the knock on effect in your business. Zurich Life has reported a significant increase in visits to its "Advisor Finder" tool on [zurichlife.ie](http://zurichlife.ie), where there is also a new pensions section with useful online tools and a video on planning for retirement.

#### **Maximise the campaign for your business**

To take advantage of Zurich Life's campaign, order your supply of posters and brochures from your Zurich Life Broker Consultant today.

Zurich Life Assurance plc is regulated by the Central Bank of Ireland.