

○ **Allianz** 

A powerful solution for every taste

○ Brief

Who is Allianz

Allianz is a well-known player in the financial insurance industry. A few years ago, Allianz started offering a small range pension products as well.

As they are still quite new in this field, Allianz hasn't won over the market yet. To gain market share, the product had to change drastically.

Therefore, Allianz introduced a new range of pension product in Q3 of 2016 and asked vandenbusken to help launch these products in the market.



○ Strategy

Creative idea

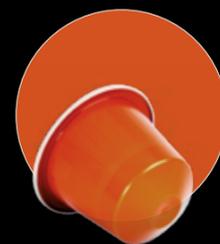
The new product range is characterized by the large range of options within the product, depending on how willing you are to take risks with the funds you saved. Based on this, vandenbusken developed the campaign “a powerful solution for every taste”, using Nespresso coffee cups as a metaphor. Because in the end, the consumer decides how powerful they want their pension to build up and how aggressive they are willing to invest. With the strongest espresso to represent the most aggressive investment product and decaf lungo representing the safest product, we managed to simply explain the complex new product range.

Allianz Passieve
Lifecycle Neutraal



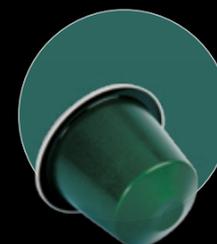
Volluto

Allianz Actieve
Lifecycle Neutraal



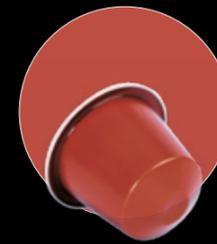
Linizio Lungo

Allianz Actieve
Lifecycle Defensief



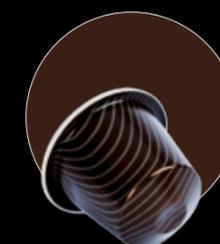
Fortissio Lungo

Allianz Passieve
Lifecycle Defensief



Envivo Lungo

Allianz Actieve
Lifecycle Offensief



Ciocattino

Allianz Passieve
Lifecycle Offensief



Arpeggio

Allianz
Zelf Beleggen



Ristretto

○ Strategy Campaign

Vandenbusken helped launching the product to financial advisors.*

The campaign consists of two direct mails:

DM 1: high-end box with Nespresso cups



A high-quality box with 7 flavors of Nespresso coffee cups in increasing strength. The box also contained a folder, explaining each flavor as a metaphor to one of the product options.

DM2: scratch and sniff selfmailer



A follow-up direct mail, using scratch and sniff with coffee smell, to remind the financial advisor of the new product range

* If a financial advisor brought in a new company on the pension products, a sales rep stopped by with an actual Nespresso machine as an incentive.

○ Results

The total target group consisted of 500 financial advisers.

- 76 advisors contacted sales for an appointment
- 45 advisors requested a quote for the new product and received the Nespresso machine.

