

moreish

Financial Services Forum

Why we're agency of the year

18.10.2019

Marketing activity

Describe some of your notable recent financial services marketing campaigns, projects or initiatives. What did they achieve? What made them successful? (100 Marks)

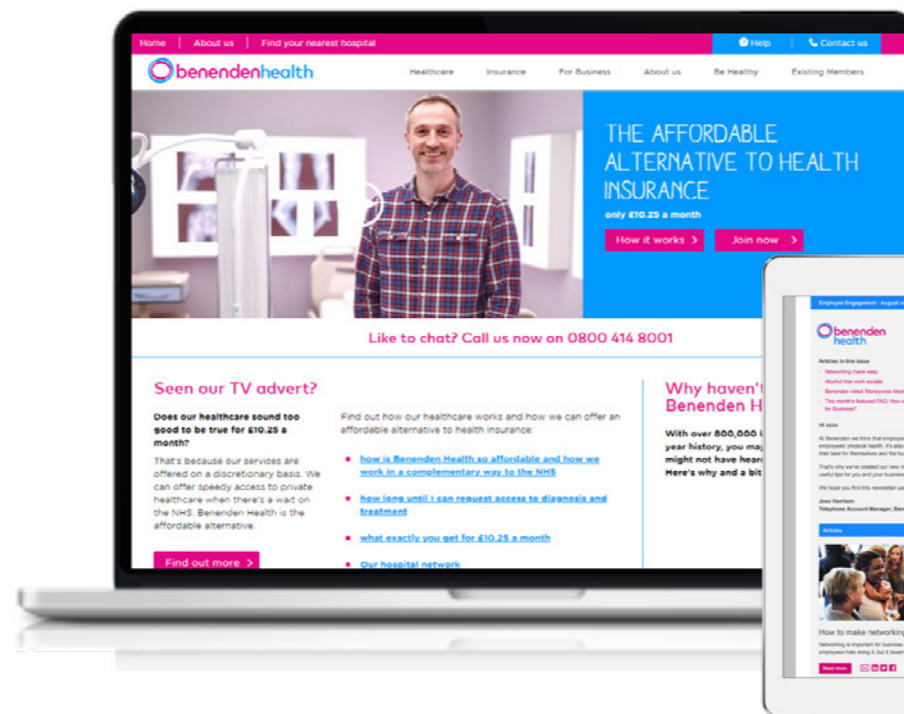
It's been tough to pick our top three campaigns as it's been a busy 18 months for Moreish. But we've chosen to showcase the brand recognition and business results achieved for Benenden Health, Ellipse and Key Partnerships. Crucially, these campaigns helped our clients overcome core business challenges they were facing – so we're very proud of this work.



WATCH TV AD HERE

Benenden Health

With Benenden Health, we carried out end-to-end work across both the B2B and B2C arms of the business, including a new brand strategy, name, website, proposition and advertising. In doing so, we positioned Benenden Health as a challenger brand with a unique space in the market, bridging the gap between the NHS and private health insurance. This resulted in an astonishing 50% year-on-year increase in brand consideration. We also achieved a 38% uplift in web traffic, with a 33.6% increase in conversion rate through the website and a 32% overall boost in sales volumes (May-Dec 2017 control period v May-Dec 2018 campaign period). Importantly our client believes the impact of our work has not only delivered incredible results but also 'completely rejuvenated and energized the business'.



Key Partnerships, the Equity Release referral service

We worked with Key Partnerships to re-launch their brand and communications, with the ultimate goal of educating intermediaries on the potential of equity release. Following extensive proposition work and audience profiling, we created a new brand identity and implemented it through a content and social media programme. Our social campaign alone has achieved a LinkedIn engagement rate increase of 300%, and a 22% increase in the number of new visitors to the website – all since June this year.



WATCH MINI ANIMATION OF PROPOSITION



Ellipse, group risk insurer

We developed a brand strategy, alongside a new look and feel, website and a range of communications. Externally the new brand was a great success, with 57% of advisers saying they felt the re-brand was positive, and only 2% feeling they didn't like it. Within a year of the re-brand Ellipse were bought out by AIG. In many ways, this proves our marketing was effective in making Ellipse an attractive partner for financial intermediaries, employers and corporate buyers alike!

WATCH ANIMATION HERE



Innovation & Product Development

How have you helped clients develop products or services in recent years that generate long-term sustainable growth? (100 Marks)

MyEva

At Moreish we're always keen to work with financial clients looking to innovate in their markets. At the start of this year we helped Wealth Wizards, market leaders in digital financial advice, expand into the employee benefit market with a new fintech app. MyEva helps employers to empower their workforce to improve their financial health. Think of it as FitBit but for tracking and motivating an employee's financial health and fitness. Since the launch MyEva has already signed-up several high streets brands with thousands of employees.

myeva®



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Verisk

Verisk (the leading global provider of data analytic insights) provide an 'automated health risk rating' service that helps UK travel insurers provide instant quotes covering pre-existing health conditions. Our consultancy has helped them expand this solution into Asia, North America and Australasia. We've also helped them take the Travel Insurance concept into other global markets like Health and Pet Insurance that have also previously found it difficult to automate the underwriting of pre-existing medical conditions. As well as strategic consultancy, we've helped them produce tailored messaging and marketing collateral for each market, opening up plenty of opportunities, the result of which we're excited to hear about soon.

DTCC

Finally, we helped DTCC, the leading provider of post-trade services for investment banks, launch a range of new products that help improve efficiencies and reduce the risks of investment bank trading. Our work focussed on developing a suite of simple infographics and videos to bring their products to life.

DTCC

Securing Today. Shaping Tomorrow.®



[WATCH ANIMATION HERE](#)

People and Talent

How does your agency support the improvement of financial services marketing? (50 Marks)

We believe our agency is an example of a new, improved way to approach FS marketing.

Moreish is based on a network model: we collaborate with a range of partners to create work across all possible channels and media. This means we have access to a vast pool of talent, so we can always choose the right people for maximum creativity, flexibility and cost efficiency. We see this as an improvement on the traditional agency set-up, since it enables us to be media neutral and deliver totally integrated work that is 100% focused on the clients' needs, not just what resource is available, with more traditional agency models.

Most importantly, our ethos reflects our passion for financial services and our desire to move the industry forward. Marketing for FS too often revolves around incrementalism, making small changes in order to achieve a slight increase in the

numbers. We want to move away from this trend, and instead use data, intuition and behavioural economics to develop game-changing ideas with big impact.

And we're keen to share our expertise. On our blog we provide free resources to help FS businesses learn to do marketing in a better way.

By bucking the trend with our unique model and ethos, Moreish is looking to set the standard for the next generation of FS marketing.

The Financial Services Industry

What impact has your agency had on the financial services industry in the last 18 months? (50 marks)

As one of the few purely FS-focused agencies, we have a unique understanding of industry landscape – and how we can make an impact upon it. We do this by helping clients across all channels to market, including financial providers, tech providers to FS firms, financial intermediaries and advisers, and consumers.

One of the biggest ways we seek to impact the industry is by empowering IFAs. Our Director Simon Martin runs an adviser consultancy programme, providing marketing guidance to three adviser firms, and speaking at major events including the Later Life Symposium. By helping IFAs with their own marketing, we're developing a key part of the FS ecosystem.

In addition to working across all channels and touchpoints to market, we also seek help consumers at every life stage with every type of product, whether that's healthcare, protection, saving or equity release. For example with our work for OneFamily, we're empowering young adults to save for their first home (with Lifetime ISAs) and helping parents save for their children's future (with Junior ISAs). And at the other end of the age spectrum our work with More2Life and Key Partnerships is influencing the conversations people are having around

equity release, which has previously suffered from a difficult industry reputation. Now, more and more financial advisers (and consumers alike) are seeing equity release as a wide-reaching and valuable lending option, marking a massive change for the industry.

Our goal to help people at all life stages secure more financial freedom and security, it's what gets us out of bed in the morning and what motivates us to challenge, innovate and create. And through the influence that we have on clients and the work we produce, we've made a strong contribution to help improve people's lives and make financial services a more inclusive and exciting place.

Thank you

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