

The Challenge

Two recent changes in regulation created a need for employers to think more about their employees: auto enrolment and the introduction of early access to pension funds. These changes were complex for financial advisers and forced them to rethink the decisions they make on behalf of their clients.

For Standard Life, the changes also represented huge opportunities to position themselves as a go-to support hub, available to guide advisers through the changes and to help them engage their clients more than ever.

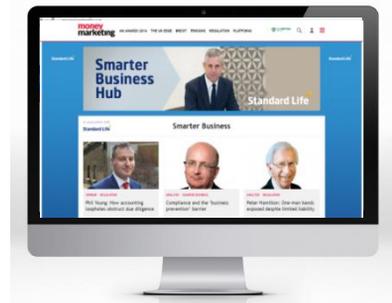
Standard Life was very keen to be seen as a support of business, and not just a provider of pensions. They wanted a campaign that helped advisers; driving change through advocacy and peer-to-peer knowledge and experience sharing.

The Solution

Standard Life partnered with three Centaur Media financial brands: Money Marketing, Corporate Adviser and Employee Benefits, to achieve its goal to communicate with a wider audience and significantly increase its reach.

To complement Standard Life's own marketing activity, which included email, online and social media content, the campaign with Centaur featured:

- Creation of the Standard Life branded Smarter Business and Sharper Business hubs across the three publications, including a series of Smarter Business Innovators articles
- Online thought leadership articles authored by Standard Life
- Participation and sponsorship of Wired debates
- Sponsorship of Money Marketing Interactive



The Results

Standard Life has hailed its collaboration with Centaur as incredibly successful.

Smarter Business Hub

- Through Money Marketing, the Smarter Business Hub attracted over 23,000 unique visitors and 36,000 page views in just six months. It will continue to run until September.
- Corporate Adviser, which has a more niche audience, achieved 4,200 page views and 2,800 unique visitors.
- Employee Benefits has so far attracted 1,800 page views and 1,300 unique visitors.

Results – Wired debates

- This provided Standard Life with a powerful platform for communicating its messaging.
- The company took part in three debates which attracted over 500 live viewers each with an average viewing time of 18 minutes plus an additional 7,000 on demand viewers.

Results – event sponsorship

- Headline sponsor of Money Marketing Interactive was another important communication tool for Standard Life, giving it the opportunity to celebrate the 10th anniversary of the company's platform in front of 400 industry professionals
- Prominent brand awareness in online editorial coverage before, during and after the event.