

# Improving communication performance

Creating an immediate profit for Axa's corporate partnership activity.



## The Situation

AXA UK was built through the acquisition of major financial services companies. It now needed to communicate the strengths of the group as a whole, as well as individual brands' own values. In other words; to make the whole greater than the sum of the parts. AHK was ideally qualified to help given its financial services experience, increasing response rates for companies including Aviva, Scottish Life, PPP and Guardian Financial Services. We were briefed to use our Intelligent Marketing approach to improve the performance of communications to key target audiences.

## Solution

Starting with the Partnership channel AHK created a series of communication material utilising a new creative approach and covering every stage of the partner recruitment process. It had an immediate and positive impact. We then moved on to broker and end-user communications, introducing simplified and relevant messaging with a stronger call to action for each element. Particular attention was given to the copy – to make propositions

more understandable and appealing, without compromising compliance.

## Result

AHK's work gave the One AXA initiative a focal point within the organisation, getting key parties more engaged in its purpose. It also improved the performance of key communications – raising response rates by over 10%. Subsequent market research showed a significant impact on overall brand awareness and perception.

**Client:** Axa UK

**Skills:** Partnerships proposition and messaging, sales collateral, copy development.

## Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or [david.hearn@andersonhearnkeene.co.uk](mailto:david.hearn@andersonhearnkeene.co.uk).