**Amy Radin & Beth Pasciucco Speech - Defining Our Brand Positioning and Promise to Customers - AXA Brand Launch Event - January 23, 2014 - 3:05-3:30 p.m.**

1. **Welcoming remarks & overview**

* This is an exciting day to be at AXA. Because AXA is making a major investment in our future, our brand in the U.S. can realize its full potential
* It is my pleasure to share with you how are defining our brand positioning and promise to customers

1. **Brand Name Change / The opportunity and near-term scope (e.g., URL, email addresses)**

* As a major component of our brand positioning, we are changing our name to, simply, AXA
* This simplifies our brand name. It also signifies our alignment with the AXA Group and our redefined brand direction
* It means now that we are One AXA
* **A) The opportunity**
* We have an amazing opportunity to represent the number one insurance brand in the world in the largest insurance market in the world, and our brand positioning will enable us to take advantage of it
* Our U.S. target audience will be introduced to a brand new company, with a fresh identity, and a different purpose—a revitalized corporate mission
* They are going to learn about a great international financial services powerhouse in three distinct areas: life insurance, retirement planning, and financial advice
* **B) Near-term scope (e.g., URL, email addresses)**
* Our new nomenclature will ripple throughout our entire organization. On the World Wide Web, we are changing our URL to AXA.com, and our email addresses will revert to the style of [xxx@axa.us.com](mailto:xxx@axa.us.com)
* [A slide can reflect the URL and email address change.]
* In addition, our website will display an entirely new look and reflect a refreshed user experience. Our PowerPoint templates will also embody this new style, as will all the other branded items we employ
* [A slide can feature examples.]

1. **“Manageable steps inspire action” positioning**

* Our new brand positioning is based on a simple statement: ***Manageable Steps Inspire Action***
* I would like to share with you the language of our new brand positioning, so that each and every one of you understands the dimensions of the promise we are making to our customers
* [A slide will repeat the three italicized bullets below, and Amy can read the text:]
* ***Manageable Steps Inspire Action***
* *AXA understands that each and every one of our customers faces a unique financial situation, and that being certain of the right moves can feel daunting – even for our most sophisticated investors*
* *That’s why we break their customized financial plan down into small, manageable tasks and point out the key next steps that keep them moving toward financial security and prosperity*
* Our brand positioning is founded on a human truth – the cumulative effect of small steps has a major impact. In other words, to echo a proverb we have all heard: “The journey of a thousand miles starts with but a single step”
* When we break down overwhelming tasks into manageable steps, we can see the endpoint is in sight—we are no longer stuck at the starting line
* We become less overwhelmed, and we are less likely to avoid taking on the task. This is exactly how our customers feel
* This approach builds confidence after accomplishing each manageable milestone
* When people can actually see their continuing progress, they are more likely to carry on with the task to its successful completion
* We can show our customers this measurable success, every step of the way
* Think about these facts:
* When you start saving small amounts habitually and early in your career, your total savings allocated for retirement dramatically increases
* You have to build up from a 5K speed walk before you can run a half marathon
* When people recycle one bottle a month, it results eventually in a massive decrease in waste
* In Weight Watchers, your points add up to a significant, achievable weight loss
* Going forward, AXA’s mission is to unlock opportunities forour customers, and they always come first
* Our mission is to help people take action that builds confidence and delivers peace of mind

1. **We want to create an emotional connection with customers, ensure they know what solutions we offer**

* This brings us to the next major point I would like to make. We want to create an emotional connection with customers and ensure they know what solutions we offer
* We understand that our customers face big decisions that can be daunting. We can help inspire them to take action by breaking the big decisions down into small, manageable steps.
* Our market research shows that this promise is meaningful and motivating for our customers, and none of our competitors claim it
* This represents our point of entry into the world's largest insurance market, and this will provide our emotional connection to our customers and inspire lasting brand loyalty

1. **Our promise will manifest as “on-brand” experiences where customers come in contact with our company and brand**

* Your role as an AXA employee is crucial to the successful implementation of our brand positioning
* Because our promise will manifest as “on-brand” experiences where customers come in contact with our company and brand
* You are our point of contact—you represent AXA
* You will all be instrumental in bringing this positioning to life across touchpoints ranging from advisor meetings, websites, customer statements, new products, and sales collateral

1. **Call to action – your role in brand success**

* Today begins our opportunity to define what AXA is and to differentiate ourselves from the rest of our competition in a crowded marketplace
* In today’s climate, the need for saving and protection are intensifying. People fear outliving their assets. They are overwhelmed by the complexity of their financial health. So they are seeking a trusted advisor to offer simplicity, one who will help them understand the products and services available
* We are counting on you to implement our brand positioning into action and to enable AXA to achieve its market potential with our U.S. target audience
* Around the world, AXA is known as a groundbreaking, high-performing business—and we are going to share that story with our customers and our business partners
* Our parent company is making a serious investment in the future of its U.S. business—and with your enthusiasm and drive, we can occupy the space of trusted advisor that none of our competitors can claim