**Beth Pasciucco Speech - Brand Campaign Reveal - “Launch Like a Leader” - Media Strategy and Opportunities - AXA Brand Launch Event - January 23, 2014 - 3:30-3:50 p.m.**

1. **Opening remarks & overview**
* Welcome again, everyone. In my presentation today, I will share with you the details of our new brand campaign and how we plan to launch like a leader
1. **Now we are releasing AXA’s story and will reveal our promise**
* AXA represents the number one insurance brand in the world. We are the world leader
* With our brand launch, we will be releasing AXA’s story as a world leader, and we will reveal our promise to our U.S. target market
* **A) First, our advertising campaign dramatizes our brand promise to consumers; We have set forth two high-level objectives for the campaign:**

**We want people to know who we are and what we do better than anyone**

* First, our advertising campaign dramatizes our brand promise to consumers. We have set forth two high-level objectives for the campaign:
* We want people to know who we are;
* And we want them to know what we do better than anyone
* Today, our U.S. target market is deeply concerned about financial security. People wonder: will I be able to live comfortably in my retirement? How will I take care of my family?
* They are overwhelmed by the complexity of their situation. They are seeking answers. And they are searching for someone to advise them—someone they can trust
* They recognize that their own needs may change—so they are seeking flexibility and clarity. In addition, they demand multiple access points and engagement styles
* Tacking a financial plan is an unlikeable task for most Americans—for anyone. It is something we do not like to deal with, and there is a lot of avoidance around this issue
* It is a chore that is unpleasant to deal with—it is transactional—it is complicated—and the benefits are far-off and seem difficult to achieve.
* Many of our competitors use fear as a motivator to tackle this task. But we have found that in the long run, fear does not work. It is an unsustainable motivation. It is exhausting
* But assurance works
* Asking our customers to tackle a complex financial plan is like asking them to climb a mountain with us. From base camp, it can look pretty daunting. But if you take it a few feet at a time—well, after awhile you look down and you are surprised at how far you have come. That wasn’t so difficult, was it? And in time, with renewed effort, the peak of that mountain is not so far away
* **B) Share the story of the creative insight and campaign idea**
* What is the key creative insight we arrived at that we want to communicate to customers? Here is what we will say to them, in a nutshell:
* [Slides can mirror the quotes below for the audience.]
* “You feel there might be actions to take to improve your financial situation, but you aren’t sure which ones are right for you. AXA Equitable can help you assess, identify and enact those right next steps, regardless of your financial position or the current market environment, to keep you moving toward your goals.”
* Here is our key message to consumers in simple, direct language:
* “AXA helps you understand how to manage to your goals by breaking down financial decisions into small manageable steps, mapped out based on your specific situation.”
* We have given a great deal of thought to how we can best explain to customers why we are their best choice as trusted advisor. This is how we plan to explain ourselves to them and why we are the optimal party to assist them:
* “AXA has redefined getting to your financial goals. It’s not about products – it’s about an approach that maps your unique situation to your goals in small, manageable steps.”
* “AXA has over 153 years of experience helping over 100 million people get to their goals.”
* “We offer highly trained, dedicated, proactive advisors who understand your needs and provide personalized next steps.”
* “AXA is a leading provider of solutions to meet your retirement, life insurance and investing needs.”
* “Our approach breaks down big decisions into small actionable steps to make you feel in control, so you’ll feel empowered about the decisions you make about life insurance, retirement and investing.”
* “We’ve created online education, resources, information and tools to help you understand your unique next steps.”
* “We’re part of the AXA Group, one of the world’s largest and financially secure financial services companies.”
* **C) We are confident about the campaign; we know that the people we aim to engage will take notice of our communications and brand message**

**Share research results including anecdotes and customer and advisor verbatim**

* We are confident about our campaign. We know that the people we aim to engage will take notice of our communications and brand message
* After profiling our target audience, this is what our research has discerned:
* They are high-propensity buyers of life insurance, annuities, financial planning, and advisory services. They are plan participants of our institutional business. We are targeting consumers motivated and seeking simplification of their overall goals into smaller, more actionable steps
* In our media campaign—which I will get to in a minute—our primary media target audience is comprised of adults ages 35-64. They have a household income of $75,000 and/or investable assets of $100,000. We are targeting especially the young, families, and the mass affluent
* **[Share research results, including anecdotes and customer and advisor verbatims.]**
1. **We will launch like a leader**

**Our plan will strategically optimize every opportunity at our disposal**

**We will reach # of people, # times over the course of the campaign**

**Share media vehicles and premium properties**

* Now I would like to discuss how we plan to launch like a leader
* In proportion to the importance of this major branch launch, we are launching an all-out effort to reach our U.S. target market and share our promise with them
* **A) Our plan will strategically optimize every opportunity at our disposal**
* Our plan will strategically optimize every opportunity at our disposal. We will be sharing our new brand positioning to our American target audience through a powerful, wide-ranging communications program
* We are utilizing a multi-touchpoint approach to generate awareness of AXA's consumer brand campaign, build our image, and drive action. This includes:
* National TV spots for maximum high-end impact
* A direct mail campaign
* Exposure in the financial press
* Employing digital media for targeted placements
* Targeting magazines with relevant business and lifestyle editorial content
* Focusing on national newspapers favored by leading influencers
* Driving SEO—search engine optimization—so Web users will be led naturally to us
* And mobilizing the vital new resource of social media to engage customers and prospects and reach key influencers.
* **B) We will reach # of people, # times over the course of the campaign**
* Based on our market research, our projection is that we will reach # of people, # times over the course of the campaign
* **C) Share media vehicles and premium properties**
1. **Call to action – you communicate our brand**
* I would like to reiterate what Nick mentioned, and that is that although we can engineer the best marketing campaign in the world, the best advertising in the financial services field is word of mouth
* It is the positive personal experiences that our customers will have with each of you that is going to forge our brand and inspire lasting brand loyalty
* We are counting on you to communicate our brand promise and insights just as strongly as we are in the mass media
* Thank you for your support and enthusiasm. Let’s embark on our journey—so that our company can fulfil its brand promise and its market potential in the U.S.