

Quilter for Adviser Delta

Adviser Delta is a thought leadership initiative by Quilter and forms part of their overall 'Valued Adviser' project to support advisers in demonstrating their value to clients. Backed by leading academics, Quilter analysed a number of behaviours to calculate a figure on the value added from seeking professional financial advice.

Aviva with Instinctif Partners for Mid-Life MOT: championing and supporting employees aged 45-65

Aviva's 'Mid-Life MOT' campaign ran throughout 2019 and cemented Aviva as an advocate for 'fuller working lives'. The campaign highlighted the challenges mid-life employees face and presented the Mid-Life MOT as a solution to help them meet their work, wealth and wellbeing needs – targeting consumer, industry and policy audiences.

Pensions and Lifetime Savings Association for Retirement Living Standards

Pitched at three different levels – minimum, moderate and comfortable – the Retirement Living Standards are designed to start a national conversation by helping people picture the lifestyle they want when they retire – and understand the cost.

Royal London for Campaign on funeral poverty

With nearly one in eight people struggling with funeral costs, Royal London has campaigned to tackle funeral poverty. Our research highlighted how high funeral costs are forcing bereaved families into debt and called on the Government to increase the financial support available to those struggling with the cost of funerals.

Direct Line with Parliamentary Advisory Council for Transport Safety and Citigate Dewe Rogerson for Seat belts – The Forgotten Road Safety Priority

Seat belts – the forgotten road safety priority placed seat belts firmly on the Government's agenda. This campaign reinvigorated a low-tech solution in a high-tech world and could see a change in law that could help mitigate the emotional and financial cost, that serious injuries and deaths on our roads cause society.

Wesleyan with Citypress for Standing up for our Doctors: NHS Pension Scheme

To help members of the NHS Pensions Scheme understand the Annual Allowance and Lifetime Allowance – and associated tax charges – Wesleyan led a thought-leadership programme to increase awareness and campaigned for the controversial AA taper that affects high-earning clinicians to be scrapped.

Legal & General with Rostrum for The Bank of Mum and Dad

The Bank of Mum and Dad campaign for Legal & General highlights the role families play in helping first time buyers onto the housing ladder. It generated coverage across national, broadcast, trade, regional and consumer press, with 2019 OTS totalling 1,409,711,013 plus 100m social media impressions.