

Designate Agency of the Year Award

Financial Services Forum Marketing Effectiveness Awards

designate.



Designate's philosophy is that brands and commercial success are built by people. We love working with people who are willing to stick their necks out, who believe in ground-breaking strategic-thinking and stand out creative ideas to deliver commercial success.

designate.



**We're creative partners to ambitious
and adventurous people**

The LV= Case Study

Our philosophy is reflected beautifully in our 12 year deep creative partnership with LV=, during which time we have taken them from number nine in the motor insurance market to number two.

designate.



Our latest brand and creative strategy enabled them to challenge the market once more in 2018 and beyond with our most successful campaign ever, despite continuously being outspent by competitors.

A strategy and campaign which has packed a punch, placing effectiveness at the heart of everything we do.



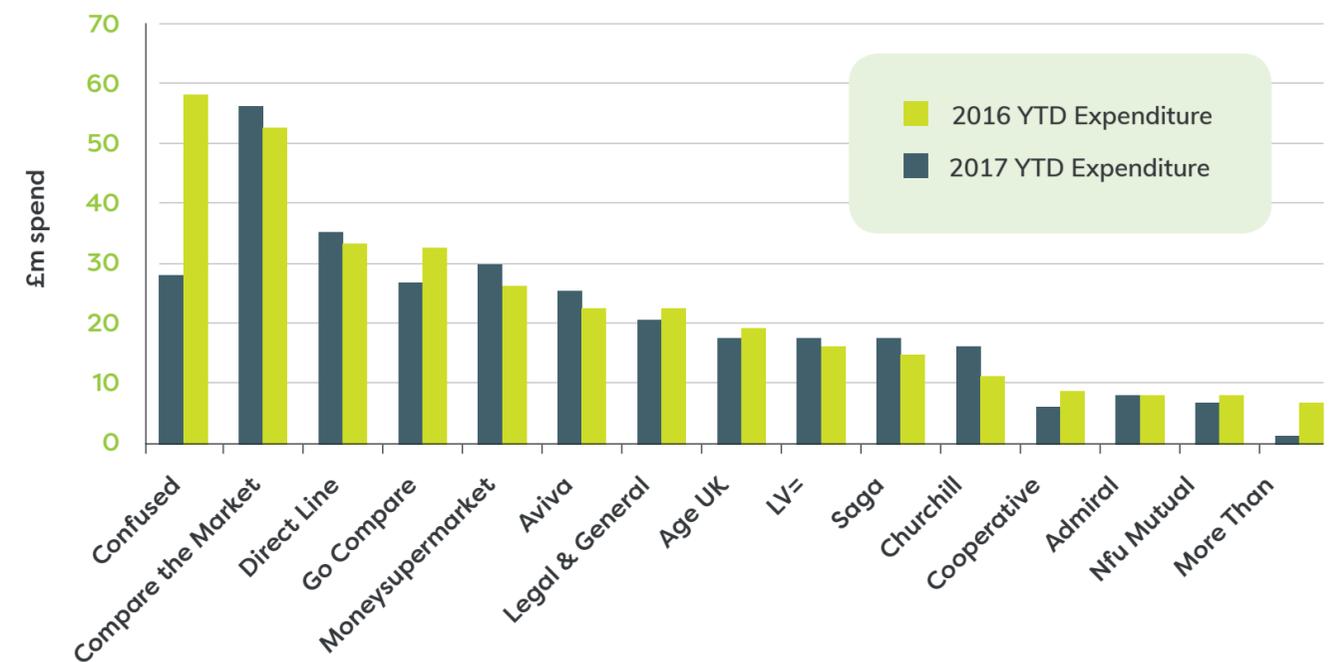
The Brief

When we received the brief for a new campaign in 2017 we knew that we needed to apply some fresh and big thinking. In 2007, LV= were a challenger brand and now we're a top three.

Competitors who had previously positioned themselves in a very different space were now trying to encroach on their positioning. They faced a significant challenge to accelerate away from them once more and secure more of the market whilst still spending less.

Insurance Brand Spend 2016-2017

LV= was the 9th largest spender during 2017



Challenges

- Following the Allianz Joint Venture, there was demand to significantly grow the motor business.
- LV='s position as number one insurance brand was under threat. Competitors were moving into LV='s territory, gaining ground on brand health scores.
- The dependency on aggregators had grown beyond appetite, creating a future risk around persistency and cross-sell.
- LV= wanted to launch a new Multi Car product into a market where other providers held a strong market share.

After considerable interrogation of the marketplace, consumer needs and motivations and attitudinal demographic data, the key insight we identified which underpinned the strategy was whilst LV= had brand differentiation, they lacked product differentiation.

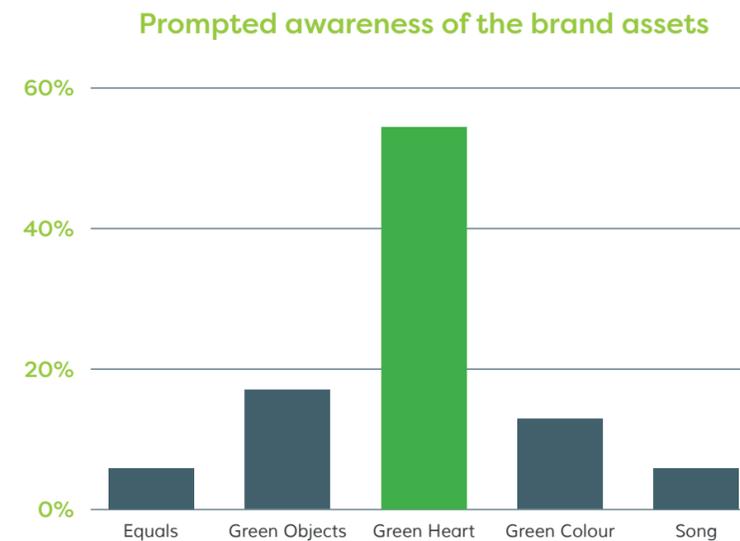
Together, we had already built a strong foundation. LV= is arguably the most-loved insurance brand in the UK as Most Recommended (YouGov), Most Trusted (Moneywise) and Which? Insurance Provider of the Year, 2017. But was this enough in a landscape that has changed significantly?

After working closely with the LV= proposition, claims and compliance teams, we were ready to test this in UK-wide qualitative and quantitative research:

This identified three themes which we recognised were fertile proposition territories:

- Choice: how to buy and how claims are settled.
- Simplicity: products making life easier.
- Extra peace of mind: companies who go above and beyond. And LV= could credibly claim this.

The green heart brand icon is the most recognised brand asset, with nearly 60% prompted awareness and positive associations



Love their Customers

V for Victoria

No Idea

Just positive branding

Family friendly

Trying to be relatable

Good customer care

Friendly

'What does the green heart represent for LV=?'

Representative example of unprompted responses to the brand

From here, we built our strategic and creative platform. Being 'best loved' in a market categorised by lack of engagement and distrust remained a compelling strategy, which only LV= could credibly claim.

To reinstate their caring offer through emotional positioning with rational substantiation, we developed our campaign proposition:

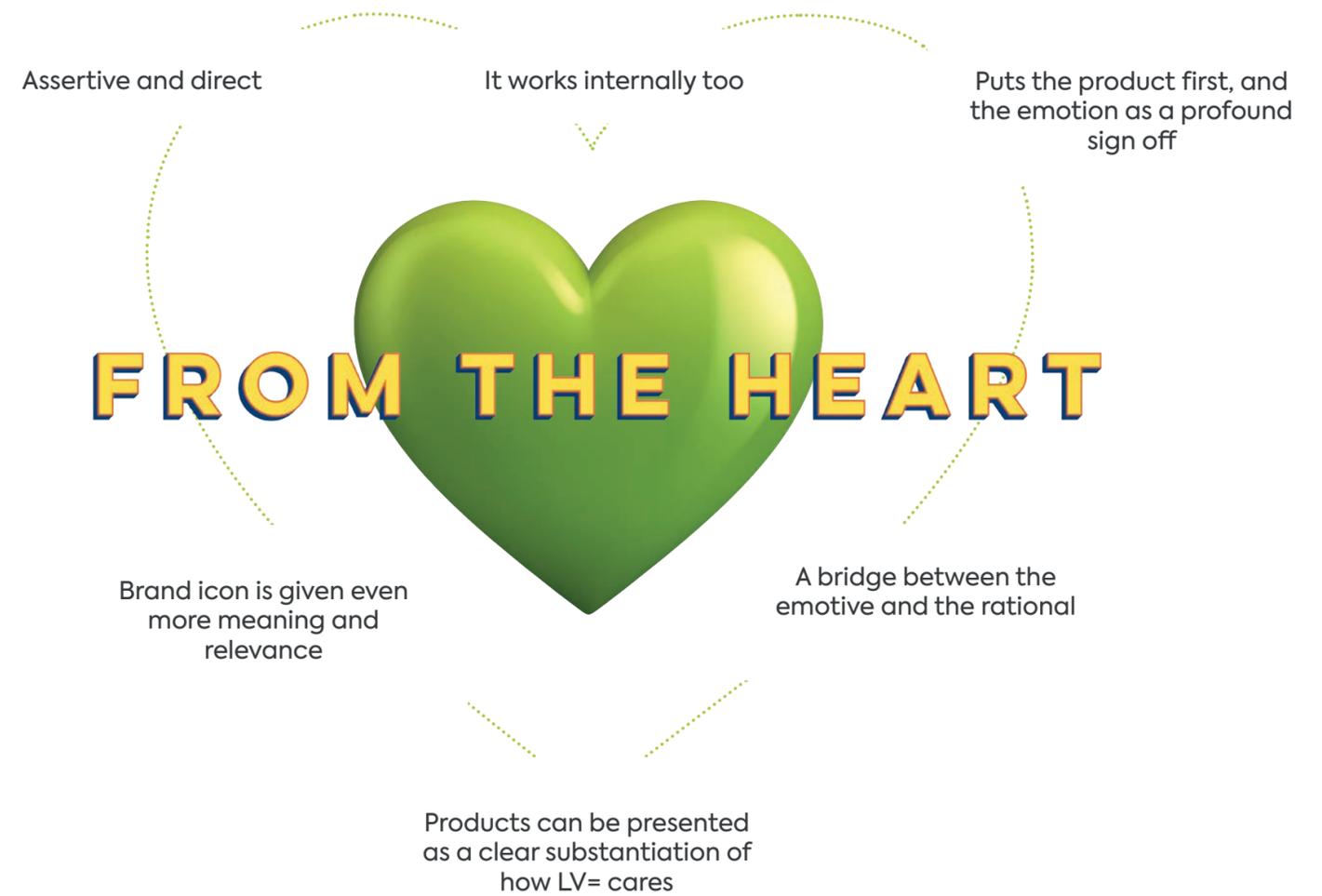
LV= always have your best interests at heart

This springboard was carefully developed into a creative idea which we knew would really deliver for the brand and product:

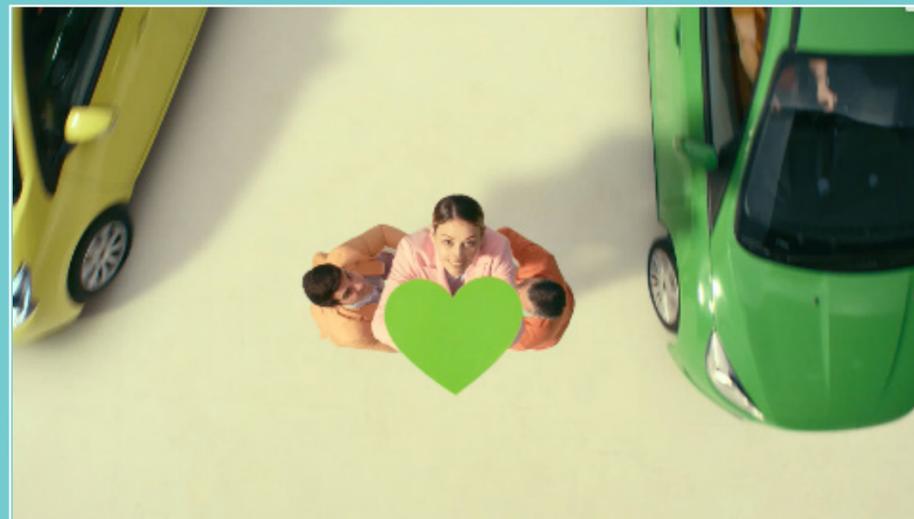
From the Heart

An idea so powerful and ownable we knew that it would have the longevity we needed to house multiple product storytelling over time in a multi channel scenario carefully planned with Carat. We would layer recency and frequency to deliver the rational substantiation we sought, using the proposition pillars of choice, simplicity and extra peace of mind.

This multi-layered idea and our collaborative approach with LV='s incredibly open 'access all areas' relationship with Designate, meant we could launch Multi Car as well as focussing on new product points across their GI portfolio to build the story.



Multi Car



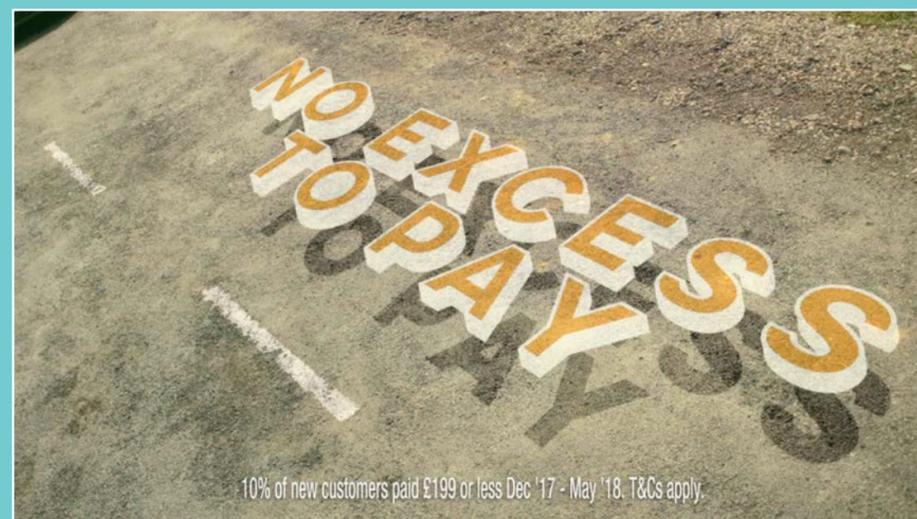
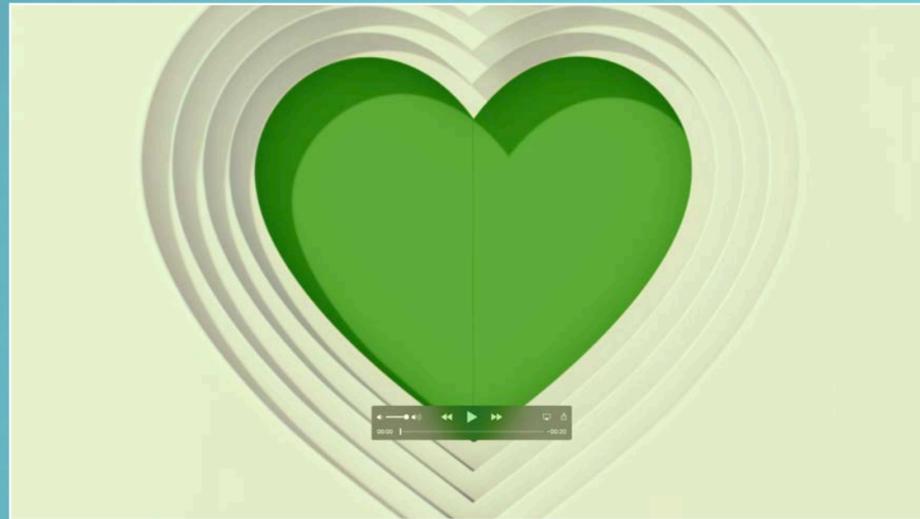
Which? Insurer Provider of the Year



Home Insurance



Uninsured Driver



FROM THE HEART



Awards 2017
Which?

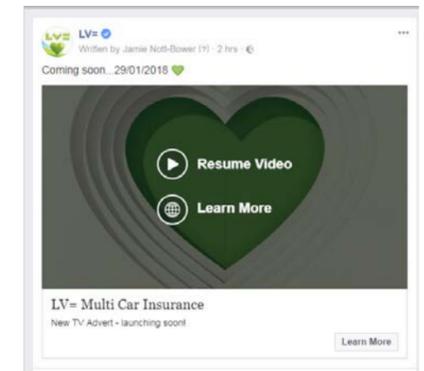
CAR INSURANCE from the heart

NEW & EXCLUSIVE
MULTI CAR DISCOUNT

One policy. One renewal date.
One simple way for your family to save.

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Go to LV.com



INSURANCE from the heart

CAR INSURANCE
From **£209**
10% of new car insurance customers paid £209 or less Jul-Dec '17
0800 171 2176

HOME INSURANCE
From **£95**
10% of new customers paid £95 or less Jul-Dec '17 for buildings & contents combined
0800 171 2103

Go direct to get an online discount* at LV.com

Awards 2017
Which?

LVE
LIVERPOOL VICTORIA

For Text Phone: first dial 18001. Mon-Fri 8am-8pm, Sat 9am-5pm, Sun 10am-4pm. Calls may be recorded. *Online discount for new customers only. 20923-2018

MULTI CAR INSURANCE from the heart

ONE POLICY

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Get your quote now

MULTI CAR INSURANCE from the heart

ONE RENEWAL DATE

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INSURANCE from the heart

CAR | HOME | TRAVEL | PET

We could save you money on more than just your Car Insurance

LVE

Media spend

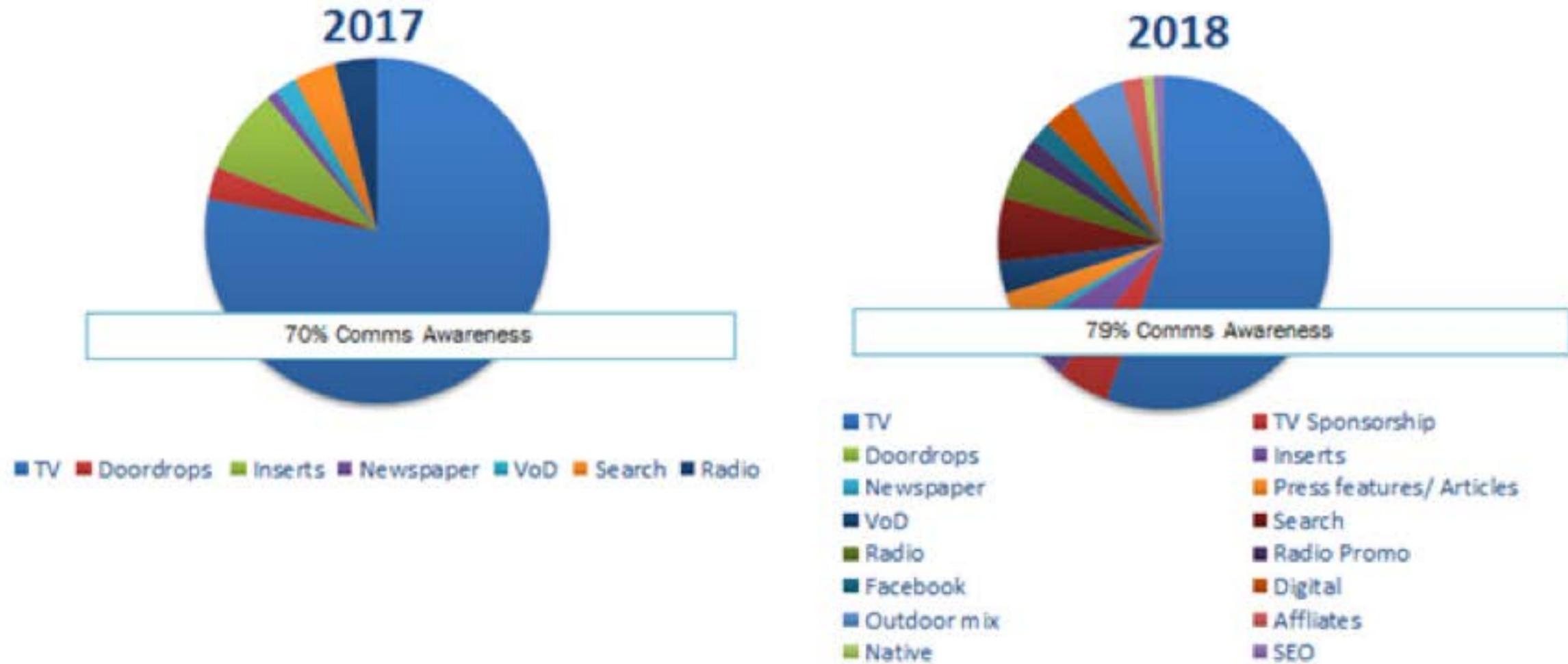


Fig 6. A diversified media mix for 2018

Results

Sales

February and March 2018 saw record breaking sales levels, consecutively achieving the highest monthly sales volume in LV= history

Year-to-date sales 103% plan, 122% year-on-year

Since launch, nearly every week of motor sales have featured in the top weeks on record

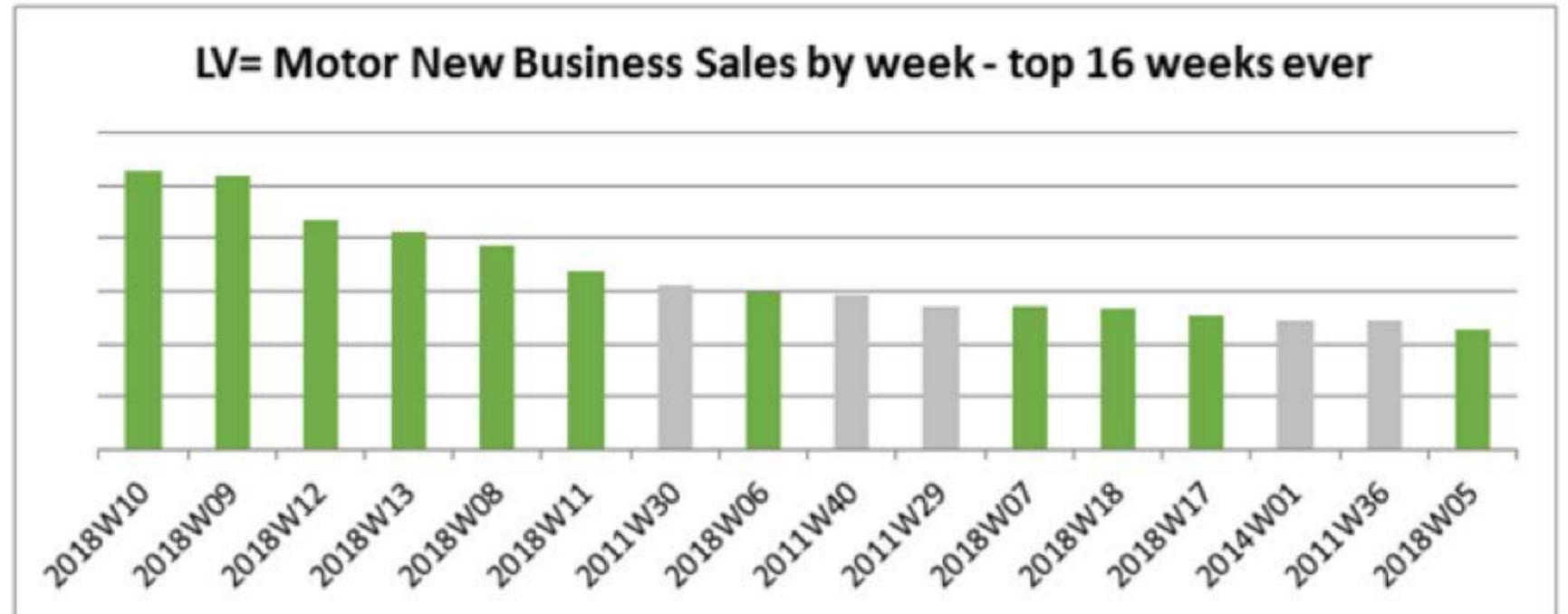


Fig 7. Campaign period sales performance in top weeks ever

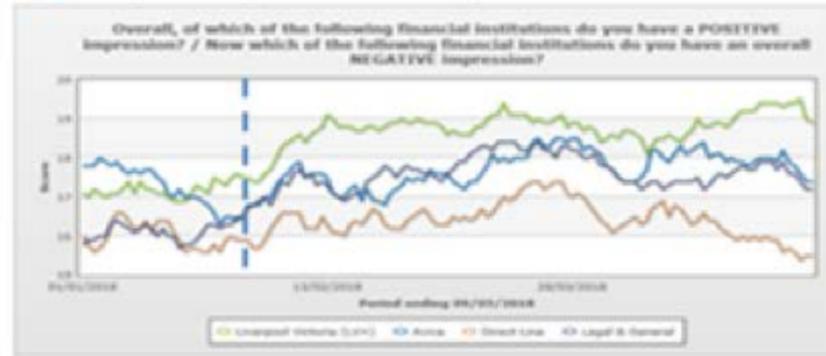
Brand

Reclaimed first position across key YouGov scores Buzz, Impression and Value

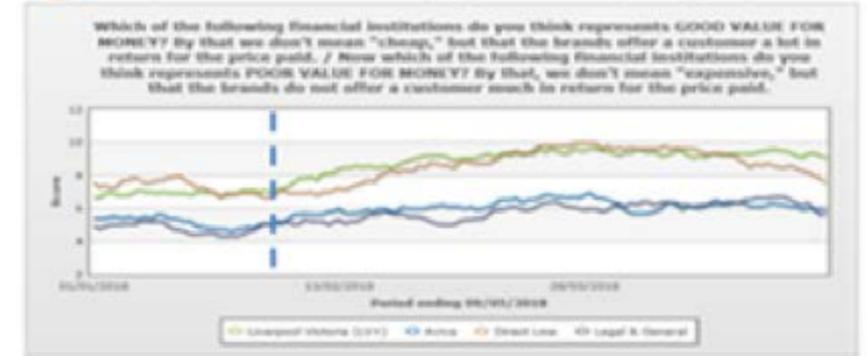
Consideration +17%

Prompted ad recall reached 35%,
and correct brand attribution 70%

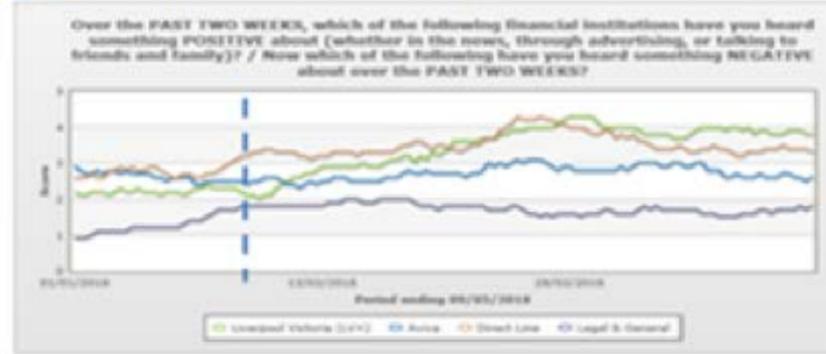
1st **Impression: The Most Positively perceived Insurer**
Regained #1 position, achieving clear water



1st **Value: Voted best value-for-money**
Improved score since campaign launch, regaining #1 position



1st **Buzz: The most talked about Insurance brand**
An increased net score indicating positive conversation about LV=



1st **Recommend: The UK's Most Recommended Insurer**
Steady score improvement since campaign launch

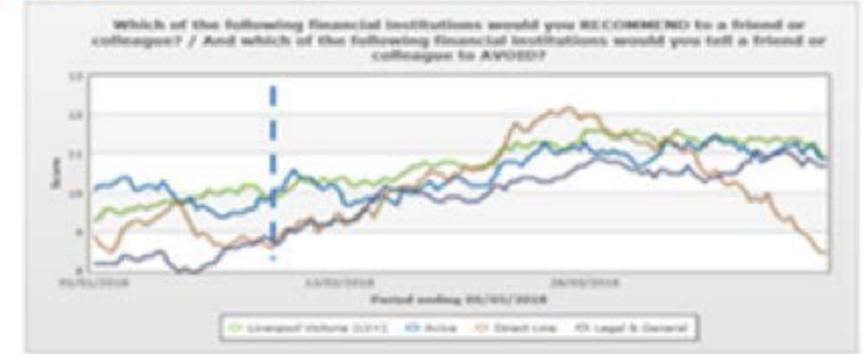


Fig 8. Brand Health Scores based on 8 week moving average, YouGov BrandIndex

Aggregator

Aggregator share of new business 3% lower than plan. This has resulted in a c.£800k commission saving year-to-date, forecast to hit over £1.5m for 2018 if this trend can be maintained.

Product Launch

Results: Multi Car sales 23% of sales across Q1.

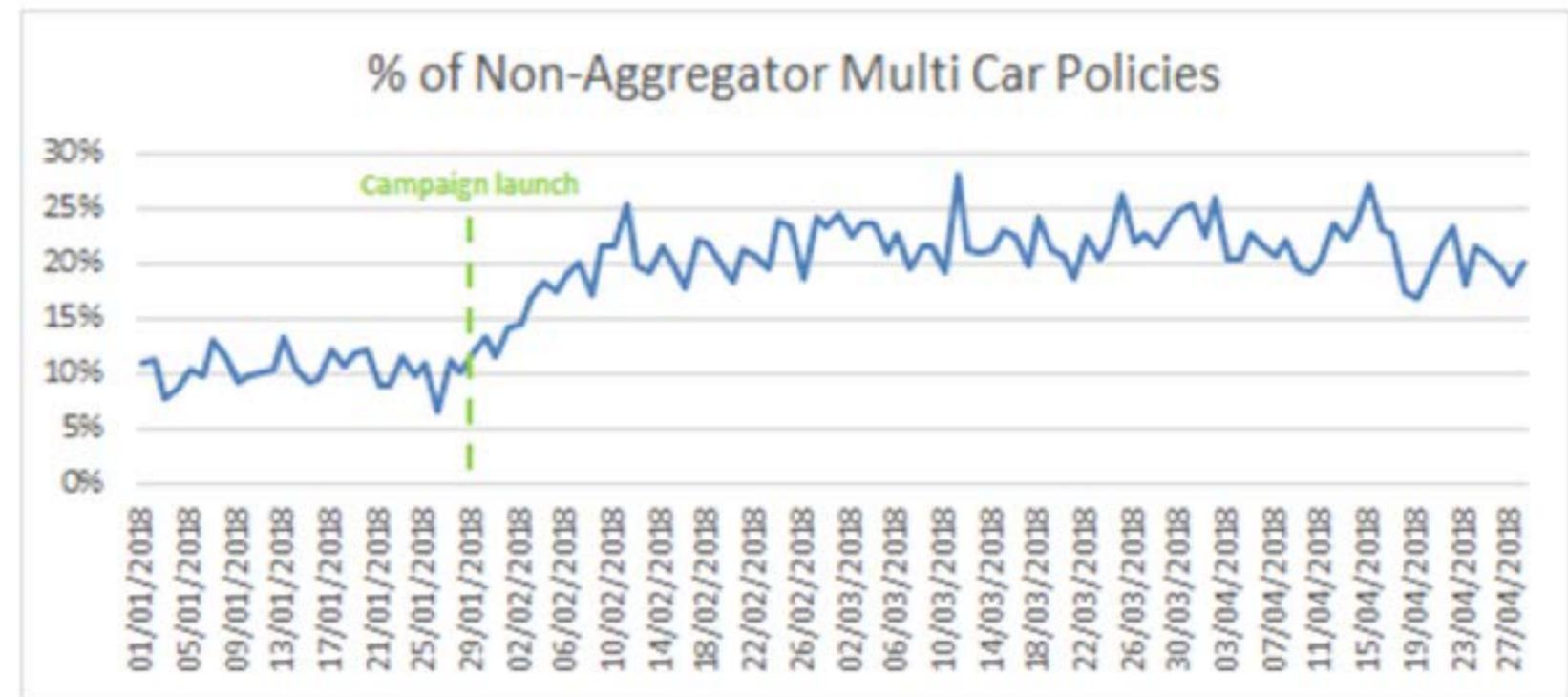


Fig 9. Increased Multi Car Percentage of direct Motor policies sold

Market share

LV='s market share over the campaign period increased by 1.4%, making them the fastest growing insurance brand in absolute terms.

The 10 fastest growing motor insurance brands — Absolute*

Brand	Momentum
LV=	+1.4%
Aviva	+1.2%
Direct Line	+1.0%
Admiral	+0.9%
esure	+0.6%
Quote Me Happy	+0.5%
Churchill	+0.4%
RIAS	+0.2%
General Accident	+0.2%
One Call	+0.2%

*Change in relation to pre-renewal market share, six months to 31 March 2018

Fig 10. Research posted by Consumer Intelligence in June 2018

Google search

Following launch, the term 'LV' achieved the highest ever Google search volume recorded.

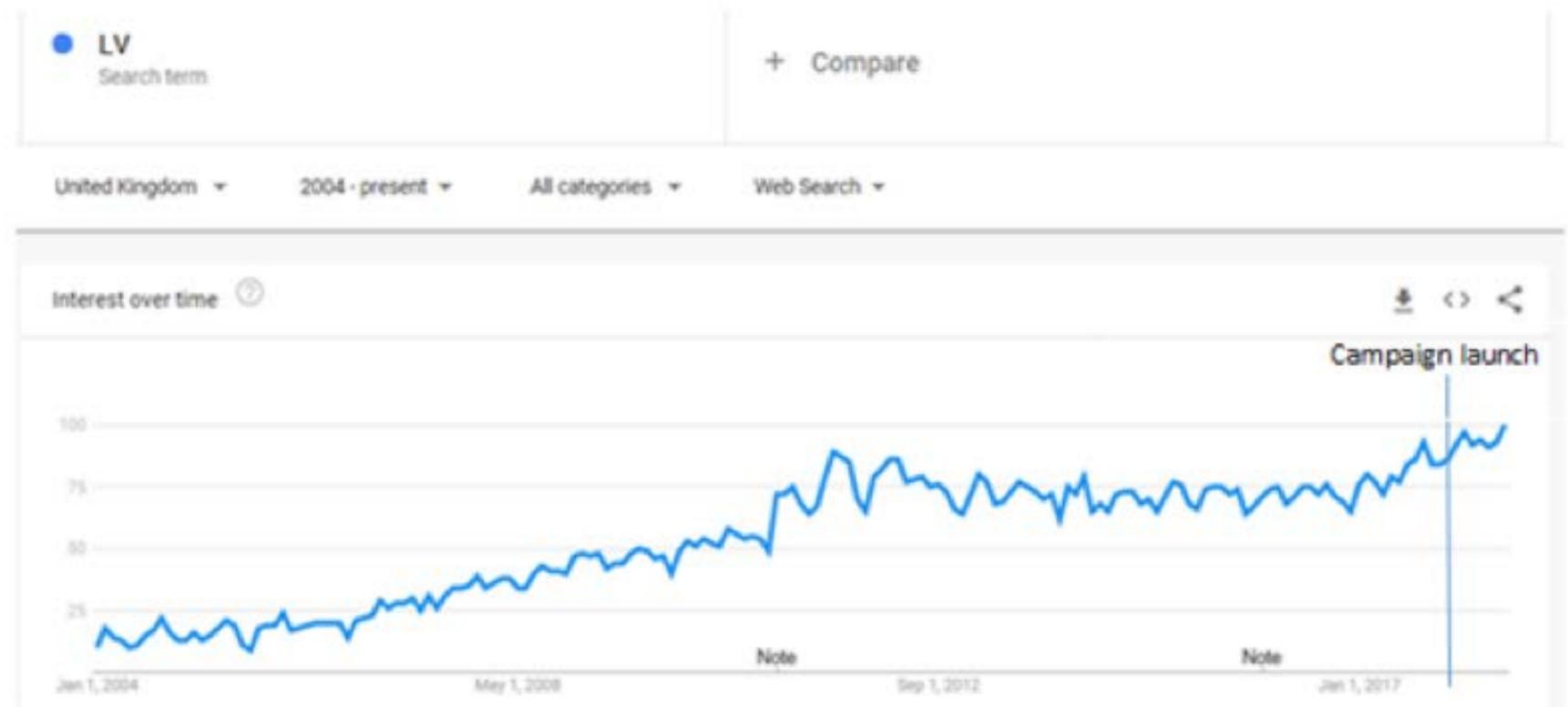


Fig 11. UK Search volume for 'LV' 2004-2018

Google ranking

In March the search ranking for 'Multi Car insurance' reached position one, up from eighth at campaign launch, overtaking Admiral. Improvements in search "Share-of-Voice" for Multi Car from 0.5% (Dec-17) to 14.3% (Mar-18) has already resulted in clicks increasing tenfold, delivering an additional £300k premium during 2018.



Fig 12. Google ranking for 'multi-car insurance' from #8 to #1

And beyond...

The campaign has been part of a much wider brand and customer experience review, which Designate have led with internal stakeholders over the last 18 months, strengthened by core purpose, culture and values work.

This wider platform has supercharged the strategic approach of the whole business and certainly the campaign itself.

We invest in the development and progression of our staff and the industry, whilst always looking outside the sector too, particularly within low interest categories. This was the subject matter of one our recent thought leadership events 'Future Sessions' with speakers from the Post Office, Columbus and Media Partners.

There was also an IPA and Thinkbox Effectiveness session where our Thinkbox film 'LV=, The Power of Love' was shown, leading the way in best-in-class brand case studies. It also appears in Fill and Fill, as a case study in a marketing textbook, 'Chapter 1: How to Build a Brand'.



“When I joined LV= two years ago and ten years into the Designate relationship, I had primarily worked with big London agencies. However, Designate impressed from the outset as our creative partners and in this time have devised a brand and creative strategy to challenge the market once more, delivering our most best ever performing multi media campaign across our GI products, making us the fastest growing car insurance provider in the UK, boosting our brand scores to beat the competition and winning multiple awards.

The experience of working with them is collaborative, insightful, creative and fun and the LV= team consider ourselves to be in true partnership with them, a relationship which is continuing to deliver outstanding results.”

Heather Smith, LV= Managing Director, GI Direct



LV= designate.

designate.

Thank you

