



Category: Corporate and Business Communications Campaign

Company: Effective Communication

Entry title: Quantum Advisory: Restoring faith in pensions

Brief and objectives:

Set up in Cardiff in 2000, Quantum Advisory is an independent financial services consultancy that provides solution-based pension and employee benefit services to employers, scheme trustees and members of corporate pension arrangements.

Business objective: To raise awareness of Quantum, a relatively small company compared to its competitors, across South Wales and the South West, primarily to a business audience but also to the general public who may know little about the pension industry.

B2B objective: To build relationships with relevant local media and create opportunities for Quantum to be the go-to experts of the pension industry.

B2C objective: To educate people about their pensions and to get them to take control of their future. We want to restore people's faith in the industry in the wake of recent well reported scandals such as Tata Steel and Carillion. Overall, we want to get people talking about and understanding their pensions!

Rationale behind campaign, including research and planning:

Following recent scandals to hit the pensions industry, this year Quantum is on a mission to bring to individuals a quality pension advice service, that is trusted and respected and can be used by everyone – not just corporates. It has therefore been key that the general public become familiar with the company, and in particular the 'face of the company', Stuart Price. Also central to the plan is simplifying the content so anyone can understand the often complex jargon used in the industry.

Quantum admits it will be a challenge, but it is something that they are confident they can achieve, with enough media backing and public support, and in their eyes, is a necessity for the industry.

Strategy and tactics, including creativity and innovation:

Regular and sustained industry opinion articles – To create awareness and a sense of familiarity in each region, particularly with the public, would require more than the occasional

article appearing in trade press. Effective focussed on securing regular columns with key media in each region and producing relevant content.

Reaction pieces – With so much going on in pensions, Quantum needs to offer reassurance, give advice, explain repercussions and look to the future. This requires a fast turnaround. Effective is on hand 24/7 to write up these reaction articles and issue to relevant media to ensure we are first to comment.

Quantum announcements – This year, Quantum celebrated recruiting their 100th employee, a key milestone for the home-grown business. They celebrated with a fundraising ball for Ty Hafan at the Celtic Manor in March. Effective was charged with creating pre/post PR and organising photography.

E-newsletters—a relatively quick way to reach stakeholders, Effective created an e-newsletter template to help distribute premium content and insights to clients and prospects. It has also been a beneficial way to keep the entire Quantum team across the UK up to date on changes in legislation.

Social media – Effective established a Twitter account for Quantum in order to reach and engage with stakeholders as well as non-business communities. Using Twitter and Google analytics, we are able to identify the content that people are engaging with the most.

Implementation of tactics:

Regular industry opinion articles - Effective researched and formed a targeted regional media list, approached relevant contacts and began discussions about regular commentary opportunities. We introduced Quantum to influential journalists in key trade publications as well as regional business media including South West Insider, Business Leader, South West Chamber, Western Daily Press/South West Media and Media Wales.

Reaction pieces – the Effective team has undergone extensive research into the complex world of pensions, as well as in-house training and become experts in the field themselves. Account members are now confident ghost writing reaction/opinion pieces on behalf of Quantum. A prime example being the five exclusive articles we secured and wrote for the FT Adviser reaching 307,000 people each time. Effective was also active in securing several expert interviews with broadcast.

Quantum announcements – Effective arranged a team photo to mark the 100 employee milestone and secured coverage in South Wales, the South West and in trade. The Ty Hafan event was publicised on all key sites, as well as follow up regional media including Cardiff Life, Argus Business Update, Western Mail, South Wales Echo and Monmouthshire Living.

Quantum runs a 'gold event' breakfast seminar three times a year to keep clients, prospects and introducers up to date with topical pension issues and also enables networking opportunities. Effective prepares an overview media brief that helps Quantum increase its media exposure.

Effective has also been integral in creating a corporate video for Quantum (as appears on the Quantum website and Business News Wales). This video is a key communication tool.

E-newsletters—Utilising Google Analytics, Effective is able to analyse the results of digital campaigns to find out what content is being read the most. This data is then fed back into the above campaigns to identify future communication opportunities.

Social media—in addition to communicating key stories and events using Quantum's Twitter, Effective implemented a Twitter feed on its website. In the build-up to events such as the charity ball, Quantum was able to engage with key sponsors and organisations, allowing them to reach a much larger audience beyond their followers.

Measurement and evaluation:

- From June 2017-May 2018, Effective secured 189 pieces of coverage, achieving 39,121,475 opportunities to see (circulation + visitors per month).
- The Quantum campaign crucially hit key regional press and trade including Pensions Age, Actuarial Post, Engaged Investor, Pensions Insight and Pensions Funds Online. We also assisted in setting up responsive broadcast interviews with Stuart on South Wales regional TV, radio and the BBC News website.
- Effective secured regular monthly/bi-monthly columns with South West Chamber magazine, Western Mail, Business News Wales and the Western Daily Press / South West Business until at least the end of 2018.

Budget and cost effectiveness:

Fees and costs for period June 2017–May 2018 was £36,540 which equates £1 per 1,000+ people reached.