

## **Scottish Widows Case study**

### **Client details**

Scottish Widows was founded in 1815 as Scotland's first mutual life office. Becoming part of the Lloyds TSB Group in 2000, which subsequently became Lloyds Banking Group in 2009, Scottish Widows has become one of the most recognised brands in the life, pensions and investment industry in the UK. The product range includes ordinary long term insurance, such as life assurance, pensions, annuities and permanent health insurance, and savings and investment products. Using a multi-sales network of Financial Advisers, Direct Sales, Direct Marketing, the Internet and via the branch network of Lloyds TSB, Scottish Widows currently employs about 4,000 people.

### **General event info**

We showcase the newest and most dynamic form of 3 dimensional technology anywhere in the world. Without special glasses the astonishing 3D images will revolutionise the impact achievable by electronic communications and visual marketing. People will see images floating out of the screens. We are delighted to demonstrate this breakthrough technology and used St.Pancras Station as the launch venue in the UK to access hundreds of thousands of viewers from 15<sup>th</sup> to 28<sup>th</sup> September 2009.

### **Objective**

Scottish Widows aim was to promote the news that it was once again voted the best individual pensions advisers and also to reinforce its leadership credentials in the pensions industry. By being part of a campaign using the technology of the future, this backs up the importance for the nation to wake up to the need for retirement planning and this event is designed to encourage people to start planning for their futures.

### **Process**

Balfour worked with Scottish widows to create a fantastic 3D advert using basic, simple imagery and the company logo. When the event went live, the Scottish Widow herself, Hayley Hunt, appeared at St Pancras to kick start the campaign, much to the surprise of commuters and travellers.

### **Service**

Scottish Widows to complete

### **Result**

Scottish Widows to complete

### **Closing quote**

Scottish Widows –

Balfour – 'It was great to be involved with Scottish Widows on such an innovative and interactive campaign, through using 3D technology the company is reinforcing its credentials as one of the UK's leading pension providers.', Charles Firebrace, Head of Business Development.