

From the desk of Pieter Hugo



A classic ad campaign to take us into 2012

There can be little doubt that 2011 has been a challenging investment year, one that will definitely be remembered in the history books. What really counts now, however, is how we as asset managers, advisers and brokers, continue to adapt to a changing investment environment.

Now, more than ever, it is vital that we cultivate a mindset of putting the customer first and help them to invest in solutions that are appropriate to their needs and that can help them to meet their investment goals, especially in such a challenging environment. This is the aim we had in mind when we launched the Classic Investment Collection in 2010.

To this end we will be refreshing our Classic Investment Collection campaign which ran so successfully last year, and gave us exposure across print, broadcast and digital media. To remind you: the original Classic Investment Collection campaign was a creative drive to make investing in Old Mutual Unit Trusts more relevant and appealing to younger investors, while also simplifying the bewildering array of investment choices available out there. In addition, an Old Mutual Unit Trusts investment portfolio was positioned as a 'classic' item that is timeless and enduring – a must-have for any investment portfolio.

The Classic Investment Collection itself is a smart selection of five funds from which investors can structure a core portfolio, according to their specific investment objectives. This helps to cut through the clutter of the nearly 1 000 funds available in South Africa, remove emotion from investing and simplify choice. For more details on these funds please refer to the attached sales aid.

This campaign is designed to leverage off the awareness created by the recent group brand awareness campaign, and to deliver proof positive that you are indeed in the right hands when you choose to invest with Old Mutual, as well as to ensure our investment offering remains top of mind as your clients prepare for the holiday season.

The new campaign also takes its learnings from the Old Mutual Savings Monitor, which clearly illustrates that people are still not saving enough. This campaign therefore aims to delve into the psyche of our investors, bust some myths and help them overcome the barriers that keep people from investing.

So look out for airport billboard advertising, advertising in your favourite financial magazines as well as radio and web advertising – all designed to position the Classic Investment Collection as the premier investment choice and reaffirm the wisdom of investing with Old Mutual. Refer to the attached PDFs for a peek at our first print ad and also at the media schedule to see how this campaign unfolds.

Watch out for more details about this campaign in the new year, when we will continue with our awareness drive around the importance of investing as we enter the retirement planning season.

To all of our advisers and brokers, thank you for your ongoing support during this challenging year; it is much appreciated. Join us for one last push, and support our advertising efforts with your exceptional sales skills to make this year a resounding success.

Best regards



Pieter Hugo
Managing Director: Old Mutual Unit Trusts