In the spirit of reconciliation PHD acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

AGENDA

- Welcome to PHD - powered by OMG
- **BREAK**
- Strategic Approach
- Challenger Brand Workshop
- **BREAK**
- Planning & Demo
- Campaign Execution
- Panel with PHD Team Members
- Closing & Questions
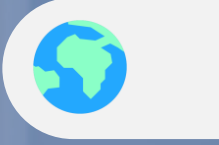
Allianz | OMG
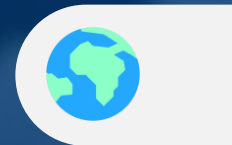
Growing Complexity Within the Consumer Experience

**People encounter
12 touchpoints
before making an insurance
decision**

There is complexity everywhere

Changing consumers behaviour

Increased specialisms

Fragmented media ecosystems

Allianz ⑪ | OMG

Inflationary pressures

Full funnel integration

Need for agility

Markets in varied stages

Delivering:
Connected Impact

Connected Impact is Driven Through

Allianz | OMG

Aligning with key themes of your brief

Connected
People

▼

No Market Left Behind

Connected
Thinking

▼

Full-Funnel
Integrated Planning

Connected
Platform

▼

Consolidated Tools &
Technology

Connected Impact is Driven Through

Allianz | OMG

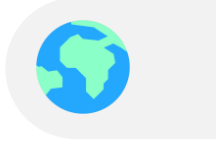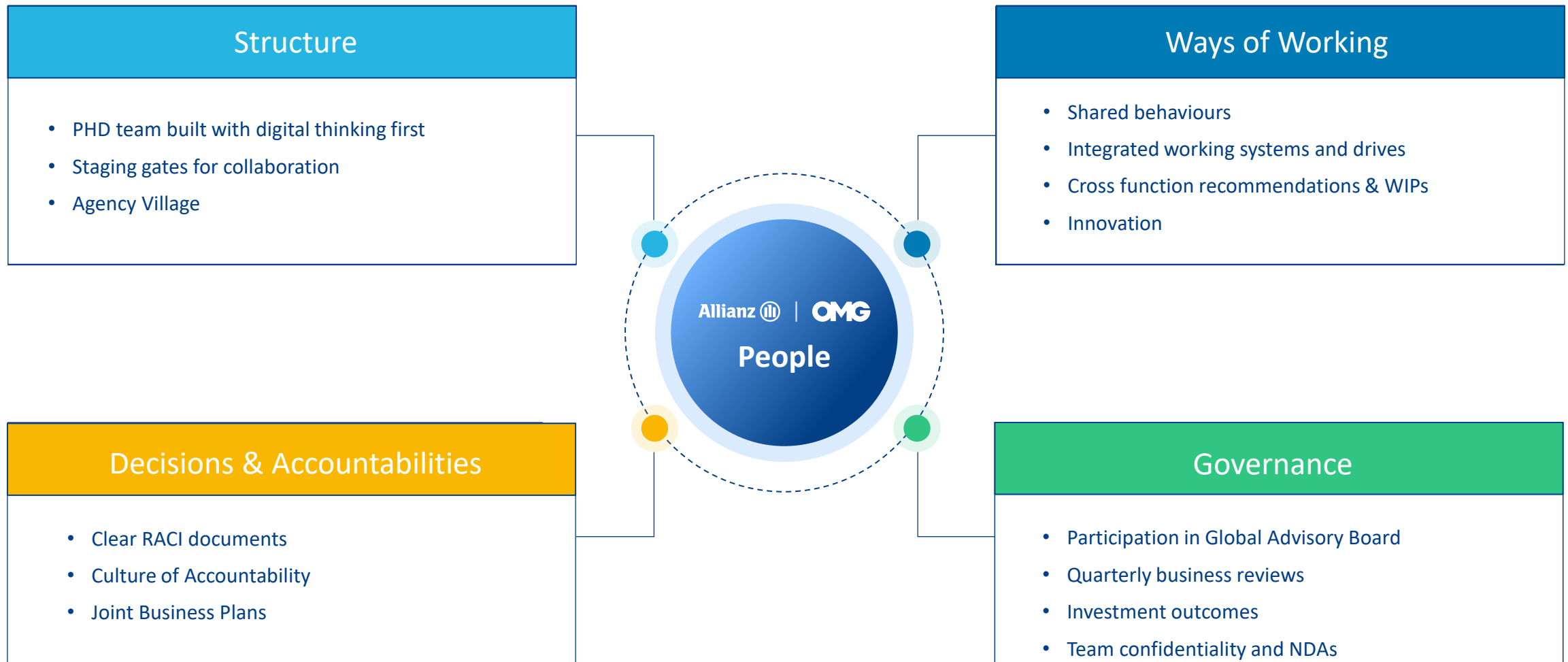**Aligning with key themes of your brief**

Connected
People

▼

No Market Left Behind

Connected
Thinking

Connected
Platform

There Are Several Components to Consider While Designing an Operating Model

Structure

- PHD team built with digital thinking first
- Staging gates for collaboration
- Agency Village

Ways of Working

- Shared behaviours
- Integrated working systems and drives
- Cross function recommendations & WIPs
- Innovation

People

Decisions & Accountabilities

- Clear RACI documents
- Culture of Accountability
- Joint Business Plans

Governance

- Participation in Global Advisory Board
- Quarterly business reviews
- Investment outcomes
- Team confidentiality and NDAs

Bespoke Local PHD Team

Designed and structured around local needs to focus on local growth

Australian PHD Allianz Team

We've built a team not just to focus on growth but on your hybrid agency model

Team on the ground in the agency and ready to deploy

Digital led every time, bringing digital expertise to holistic planning, servicing and training

Depth in trading providing investment strategy and oversight across all channels
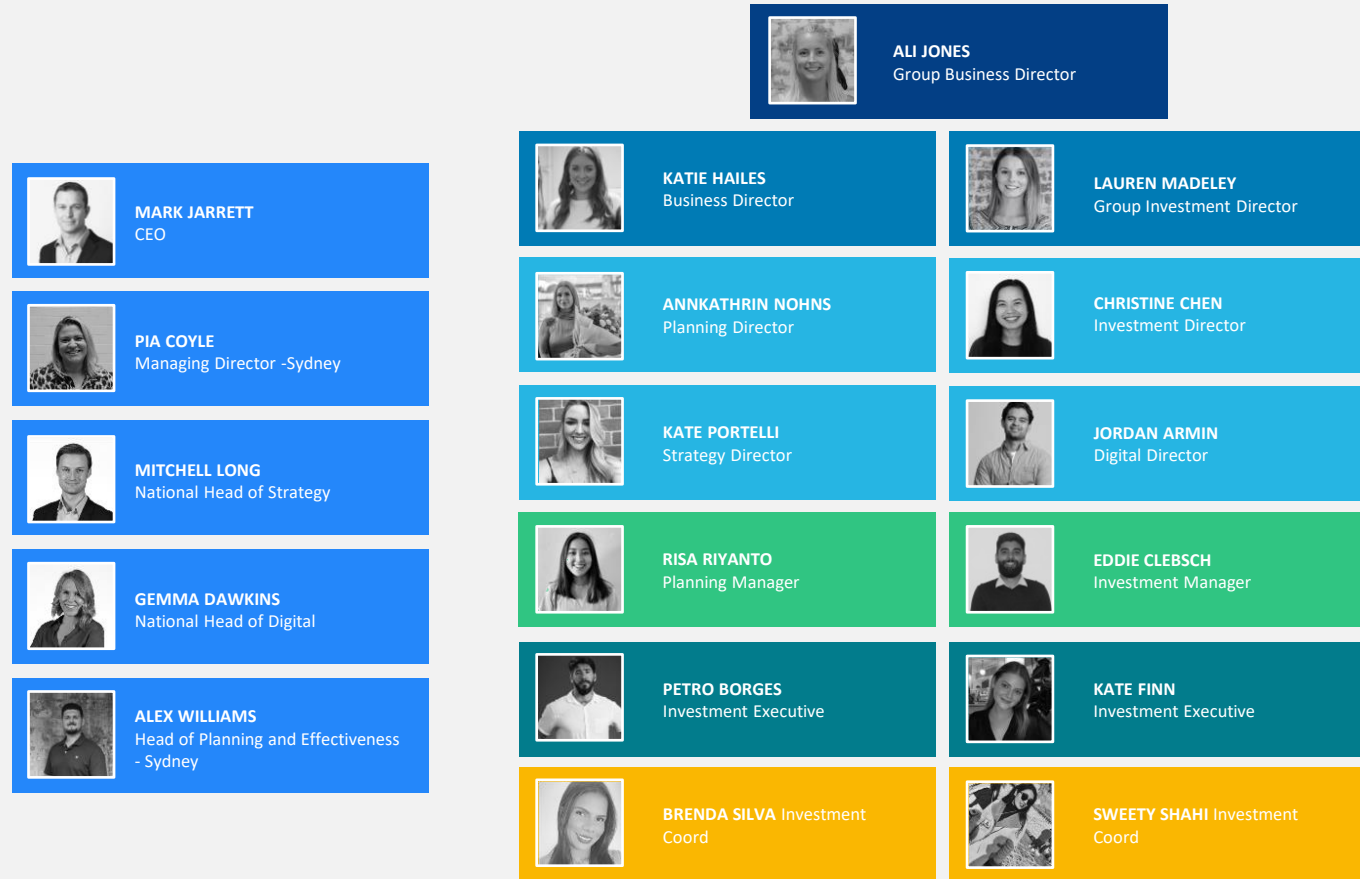
MARK JARRETT
CEO

PIA COYLE
Managing Director -Sydney

MITCHELL LONG
National Head of Strategy

GEMMA DAWKINS
National Head of Digital

ALEX WILLIAMS
Head of Planning and Effectiveness - Sydney

ALI JONES
Group Business Director

KATIE HAILES
Business Director

LAUREN MADELEY
Group Investment Director

ANNKATHRIN NOHNS
Planning Director

CHRISTINE CHEN
Investment Director

KATE PORTELLI
Strategy Director

JORDAN ARMIN
Digital Director

RISA RIYANTO
Planning Manager

EDDIE CLEBSCH
Investment Manager

PETRO BORGES
Investment Executive

KATE FINN
Investment Executive

BRENDA SILVA Investment Coord

SWEETY SHAHI Investment Coord

Our Global & Local Transition Expertise is Unparalleled

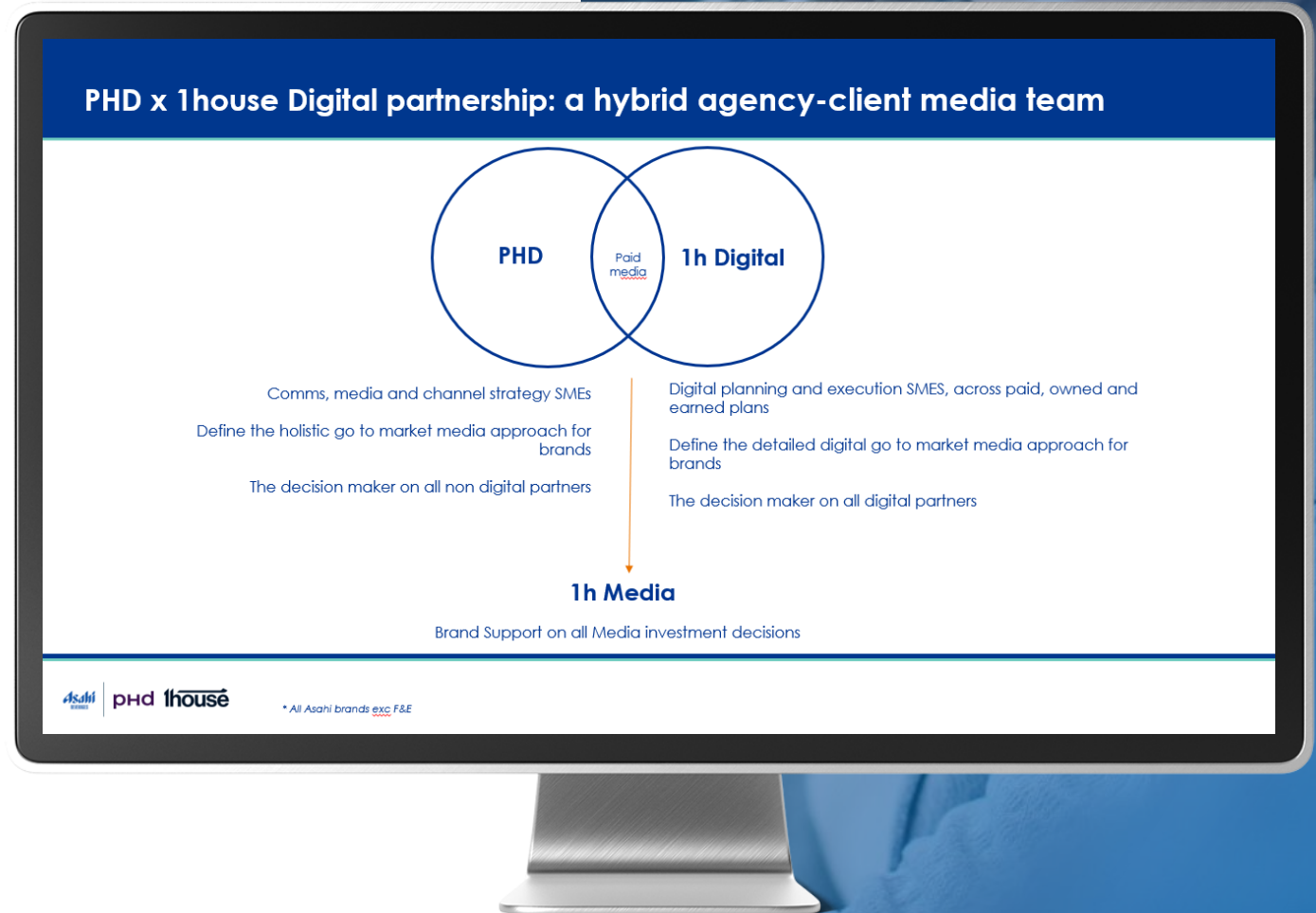| PHILIPS	CHANEL	X Celebrity Cruises	HESTA
60 Days	50 Days	60 Days	24 Days
60 Markets	11 markets	100% of team from day 1	32 Planning & strategy meetings
100+ Onboarding Meetings	100% Dedicated transition team	Setting of strategy & roadmaps	Seamless digital from day 1
596 Resources Mobilised	Weekly updates	Weekly updates	Integration of cross channel analytics
Embedded In-house Model	Existing trading agreements identified and negotiated for consistency	All background information retained	Revitalised targeting strategy

13

We are experienced in hybrid agency-client teams

The PHD and Asahi partnership has evolved with the progress of in-house services at Asahi, where we integrate as a hybrid media team with shared responsibility. This partnership leverages the strength of the PHD brand and the insight and agility of an internal specialist team to ensure media investment delivers a return for our brands.
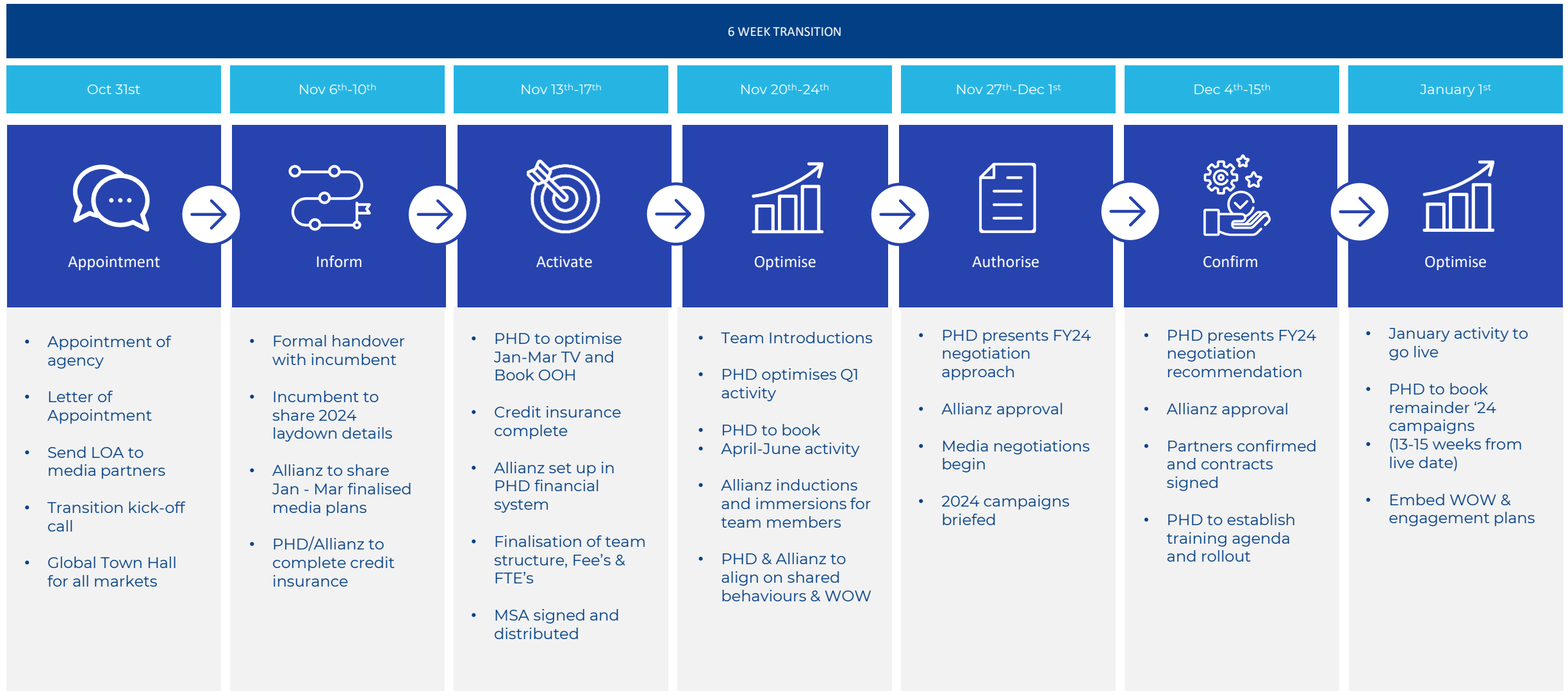
Christie McGuire, Senior Manager, Media

The PHD team have been absolute superstars on the Domain work, a proper joy to work with.

Howatson + Co

PHD x 1house Digital partnership: a hybrid agency-client media team

PHD — Paid media — 1h Digital

Comms, media and channel strategy SMEs

Define the holistic go to market media approach for brands

The decision maker on all non digital partners

Digital planning and execution SMES, across paid, owned and earned plans

Define the detailed digital go to market media approach for brands

The decision maker on all digital partners

1h Media

Brand Support on all Media investment decisions

* All Asahi brands exc F&E

Transition Key Deliverables

6 WEEK TRANSITION						
Oct 31st	Nov 6th-10th	Nov 13th-17th	Nov 20th-24th	Nov 27th-Dec 1st	Dec 4th-15th	January 1st
Appointment	**Inform**	**Activate**	**Optimise**	**Authorise**	**Confirm**	**Optimise**
• Appointment of agency • Letter of Appointment • Send LOA to media partners • Transition kick-off call • Global Town Hall for all markets	• Formal handover with incumbent • Incumbent to share 2024 laydown details • Allianz to share Jan - Mar finalised media plans • PHD/Allianz to complete credit insurance	• PHD to optimise Jan-Mar TV and Book OOH • Credit insurance complete • Allianz set up in PHD financial system • Finalisation of team structure, Fee's & FTE's • MSA signed and distributed	• Team Introductions • PHD optimises Q1 activity • PHD to book April-June activity • Allianz inductions and immersions for team members • PHD & Allianz to align on shared behaviours & WOW	• PHD presents FY24 negotiation approach • Allianz approval • Media negotiations begin • 2024 campaigns briefed	• PHD presents FY24 negotiation recommendation • Allianz approval • Partners confirmed and contracts signed • PHD to establish training agenda and rollout	• January activity to go live • PHD to book remainder '24 campaigns • (13-15 weeks from live date) • Embed WOW & engagement plans

15

Connected Impact is Driven Through

Connected People

Connected
Thinking

▼

Full-Funnel

Integrated Planning

Connected Platform

Allianz | OMG

Source: The life centricity playbook, 2022

| Set of Frameworks | Rigorous co-authored Principals | Measurement: Source of Truth |

Underpinned By A Singular Platform

omni

Framework: Driving Connected Impact With Full-Funnel Planning

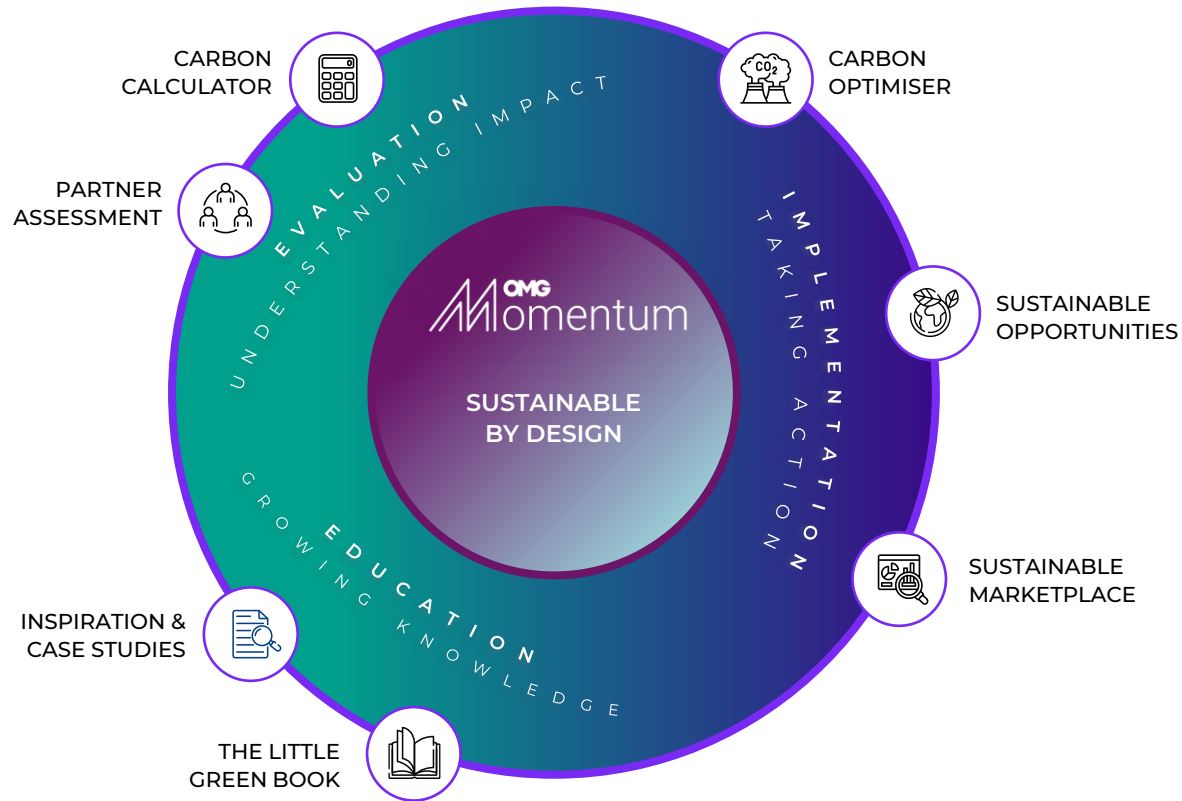**A consistent global approach to unlocking growth at each stage of the consumer journey across paid, earned, shared & owned**

2 **Prompt**
Consideration, Qualified Leads, Quotes

Post-purchase **4**
Loyalty, Cross-Selling

Prospects

Existing Customers

1 **Prime**
Brand Awareness

Purchase **3**
New Policies
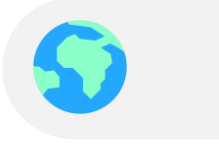
PESO Planning Will Help Extract Maximum Value from Our Partnerships

More engaging content across the entire consumer journey

Paid Media

Owned Media

Earned Media

More effective use of owned channels in partnership ecosystem

Understanding which channels and formats have greater propensity to drive earned reach

Shared Media

Greater synergies between Allianz and partner channels
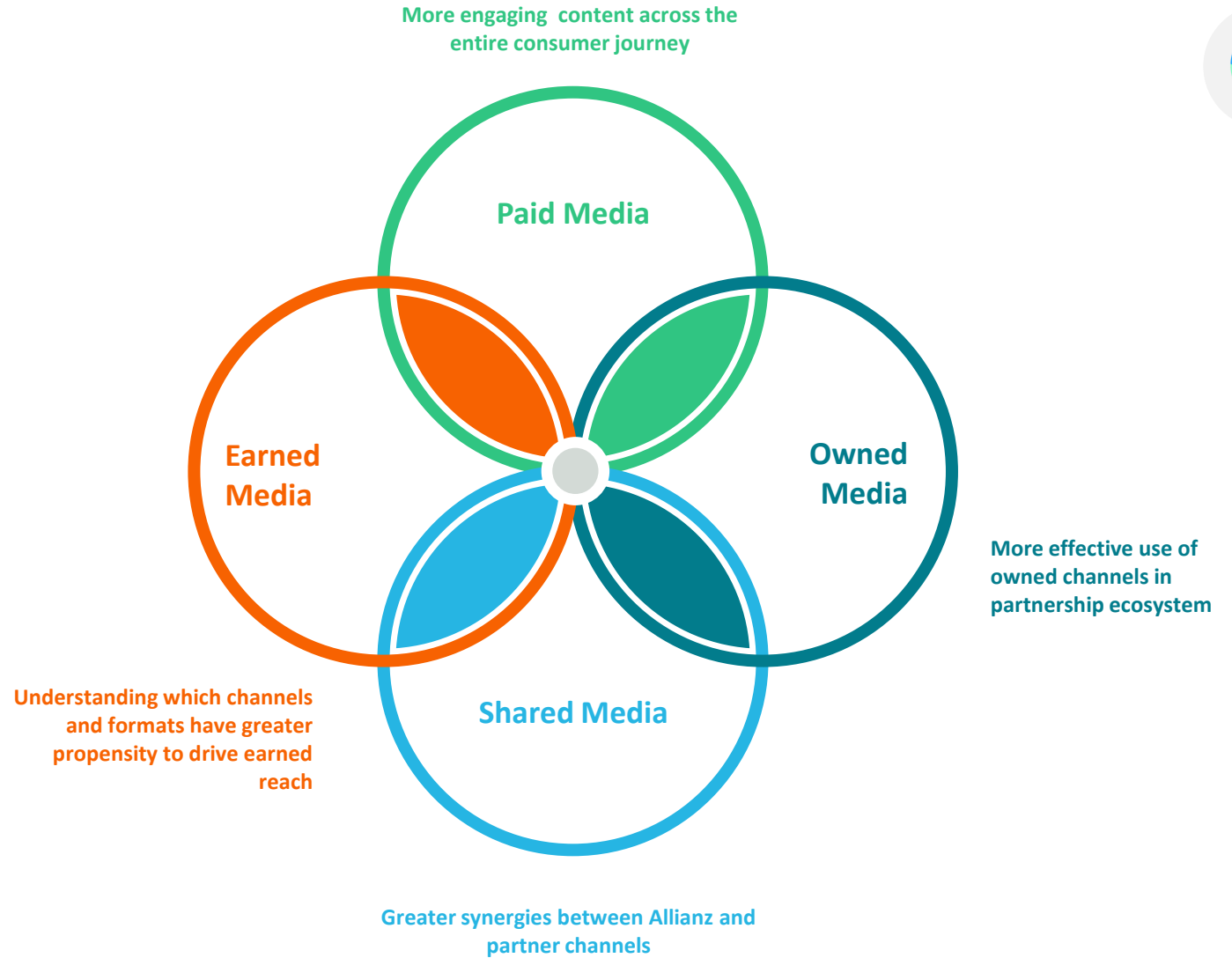
With a Lens of Sustainability and Diversity

CARBON CALCULATOR

CARBON OPTIMISER

PARTNER ASSESSMENT

EVALUATION
UNDERSTANDING IMPACT

IMPLEMENTATION
TAKING ACTION

OMG
Momentum

SUSTAINABLE BY DESIGN

SUSTAINABLE OPPORTUNITIES

EDUCATION
GROWING KNOWLEDGE

SUSTAINABLE MARKETPLACE

INSPIRATION & CASE STUDIES

THE LITTLE GREEN BOOK

Driving Connected Impact Through A Connected Reporting & Measurement System

Our Connected Reporting & Measurement System ensures we can turn data into insights for us as well as your ROMI team.

Campaign Optimization

Planning Insights

Sales Forecasting	Channel Mix

Campaign Insights

Performance Dashboard	Investment Pacing	Competitive Analysis

Optimization & Planning

Recommendations

Findings	Hypotheses

Test & Learn

Learning Agenda	Test Design And Implementation	Learning Socialization

Data Infrastucture

Taxonomy Compliance	Media Plan Repository	API / Data Feeds

Measurement Framework

KPI Diagnostics	Consistent Benchmarks	Statistical Modelling

Impact/Causation Analysis

Macro (MMM)	Micro (Attribution)	Experiments

Connected Impact is Driven Through

Connected
People

Connected
Thinking

Connected
Platform

▼

Consolidated Tools &
Technology

A Global Platform Underpinned by 3 Core Pillars

omni

Strategy & Planning	Buying & Optimisation	Measurement & Reporting
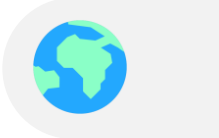
Consistent Workflow Layer

Audience Creation

Consumer Insights

Media Consumption

Content Insights

Cross-channel Planning

Digital Inventory Curation

Taxonomy Management

Tactical Budget Management

Cross-channel Custom Audience Activation

Content Engine

Programmatic Optimization

Governance/QA Alerts/Reporting

Performance Reports

Attribution (MTA/MMM)

Global Application Layer

Buying Platforms (Prisma + DSPS/Ad Servers)

Audience Data

Media Inventory Graph

Performance Data

Locally Driven Data Layer

Walled Garden Clean Rooms (ADH, AA, AMC)

Marketplace Data (Reach/Response Curves, Competitive, Commerce)

We will demonstrate how Omni can accelerate growth for Allianz AU

Clarity on how media can get Allianz car insurance to **50% consideration** by 2025

How we will bring together silos across strategy, planning, data and activation for more **cohesive media** executions

How we can collectively make faster, smarter and ultimately **more effective** marketing decisions for Allianz across the entire funnel

omni

Three big things you'll see in the next section
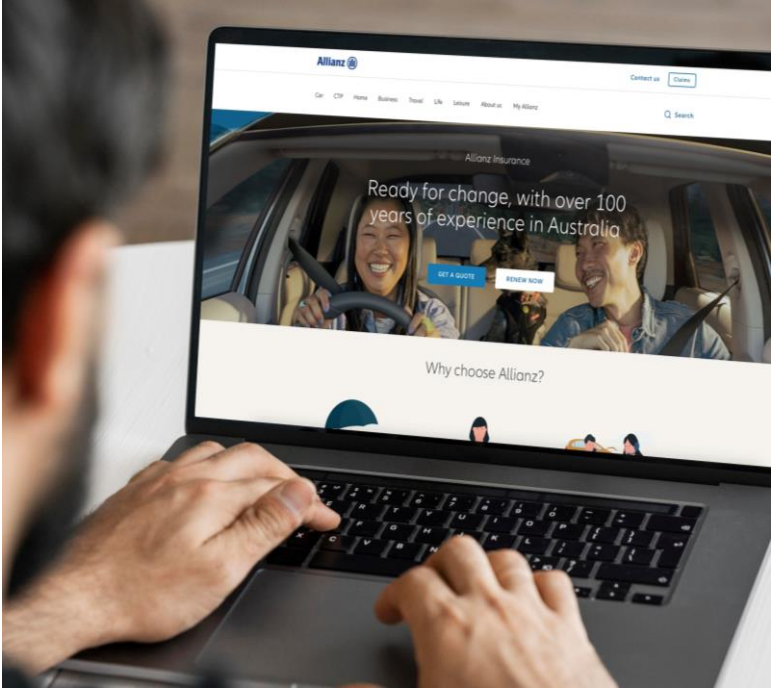
Growth Mapping

Link media & business outcomes

50% Consideration by 2025

Better Budget Allocation

Budget sufficiency
Balancing brand & product
Planning in Partnership

Challenger Thinking

Supercharging creative media thinking to unlock disproportionate growth for Allianz

⚠ **WARNING**

TODAY'S PRESENTATION COMES WITH NEW IDEAS. IN EXTREME CASES YOU MAY EXPERIENCE DISCOMFORT, ANXIETY OR DISTRESS. CONSULT YOUR PHD TEAM IF IN NEED OF ASSISTANCE.

Allianz ⑪ | pHd

GETTING INTO THE BRIEF

CHALLENGE ACCEPTED

Your brief on a page
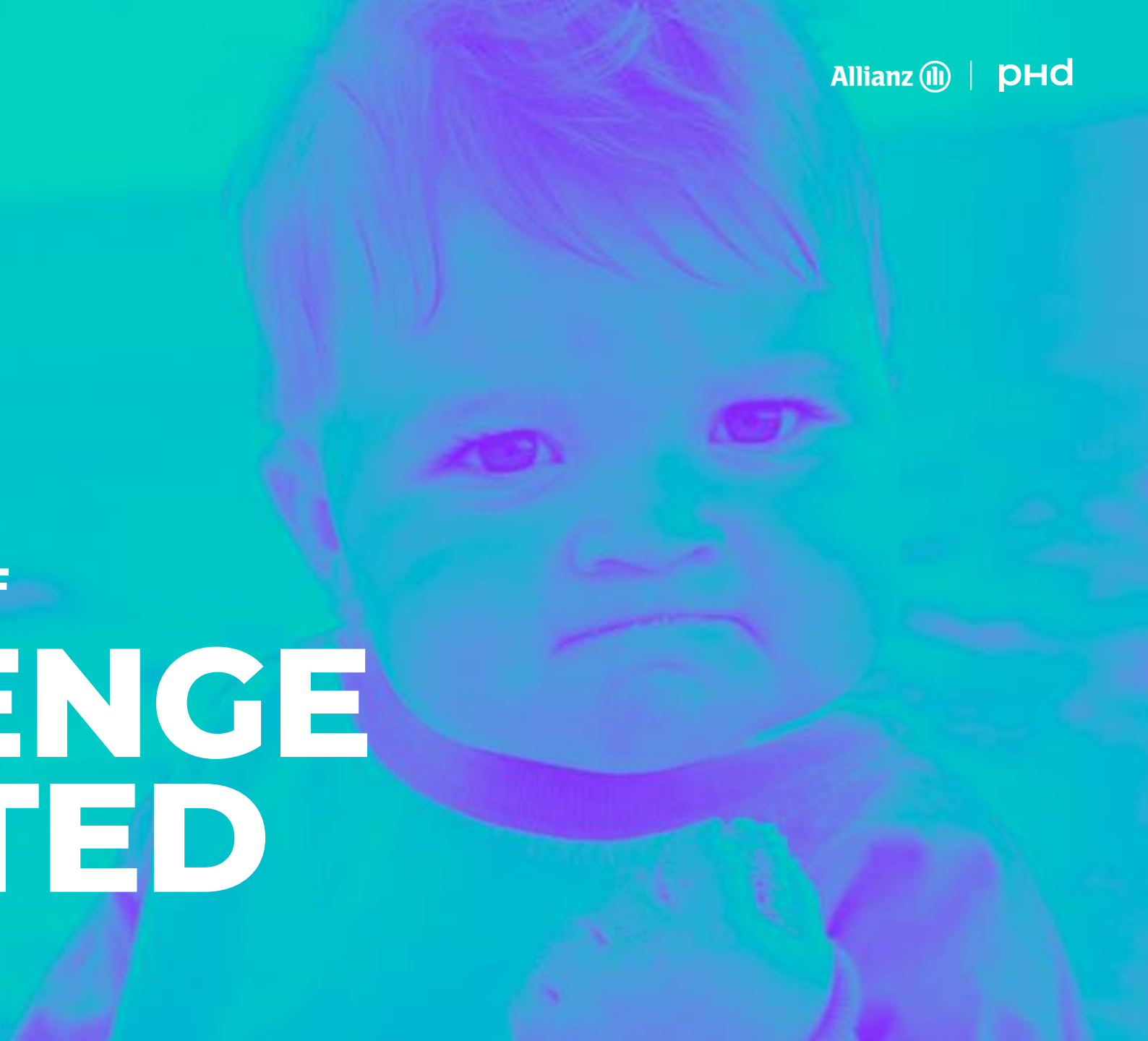
LONG-TERM GOAL

To become Australia's leading insurance brand.

OBJECTIVES

Increase the distance between Allianz and 4th place in the category by converting 50% of aided awareness to consideration.
Increase profitable growth by increasing new customer growth and retention.

WIN NEW CUSTOMERS	ADDRESS KEY TARGETS	RETAIN & GROW
Win new customers (new to category, switchers to Allianz)	Address and identify key target groups that represent opportunities for growth and bespoke messaging.	Retain and grow active customer base – cross-sell to increase policies held from 1 to 2+ policies
$12m AUD (offline only)	Calendar year 2024 (peaks in demand early and mid-year)	National (priority states, NSW, VIC, QLD, SA)

pHd Make the Leap

Our response covers four areas

GROWTH MAPPING

Where is growth going to come from?

AUDIENCE EMPATHY

What barriers do we need to remove?

PLANNING

How much should we invest and where?

ACTIVATION & MEASUREMENT

How will we implement, track and optimise?

Our response covers four areas

GROWTH MAPPING

Where is growth going to come from?

AUDIENCE EMPATHY

What barriers do we need to remove?

PLANNING

How much should we invest and where?

ACTIVATION & MEASUREMENT

How will we implement, track and optimise?

The greatest opportunity for offline is to strengthen consideration for Allianz

Allianz | pHd

POTENTIAL BUYERS INTO SOURCES OF GROWTH

AUSTRALIAN DRIVERS
19.03M

89%

BUYERS OF CAR INSURANCE INC CPT
16.96M

NEW CUSTOMER TO CATEGORY	7% - 74k
NEW CUSTOMER SWITCHER	9% - 86k
ALLIANZ CUSTOMER SHOPS AROUND	24% - 240k
ALLIANZ RETAIN RENEWERS	60% - 594k

AIDED AWARENESS INTO CONSIDERATION

AIDED AWARENESS
85% - 14.42M

38%

CONSIDERATION
32.5% - 5.51M

INCREASING CONSIDERATION BY 4% POINTS IN 2024 (36.5%)

CONSIDERATION INTO WEB TRAFFIC

CONSIDERATION
32.5% - 5.51M

30%

WEB TRAFFIC
3.68M

INCREASING WEB TRAFFIC BY 40% IN 2024

WEB TRAFFIC INTO COMPLETED QUOTES

WEB TRAFFIC
3.68M

20%

NEW CUSTOMER QUOTES
735K

INCREASING COMPLETED QUOTES BY 30% IN 2024

QUOTES INTO POLICY HOLDERS

KEY DRIVERS

INCREASING CONSIDERATION

PERFORMANCE MARKETING DOMINANCE

NEW CUSTOMER TO CATEGORY	14% - 166k
NEW CUSTOMER SWITCHER	16% - 193k
ALLIANZ CUSTOMER SHOPS AROUND	20% - 240k
ALLIANZ RETAIN RENEWERS	50% - 594k

20% INCREASE IN POLICIES & GWP

pHd Make the Leap

The greatest opportunity for offline is to strengthen consideration for Allianz

					NEW CUSTOMER TO CATEGORY	7% - 74k
POTENTIAL BUYERS INTO **SOURCES OF GROWTH**		AUSTRALIAN DRIVERS 19.03M	89%	BUYERS OF CAR INSURANCE INC CPT 16.96M	NEW CUSTOMER SWITCHER	9% - 86k
					ALLIANZ CUSTOMER SHOPS AROUND	24% - 240k
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AIDED AWARENESS INTO **CONSIDERATION**		AIDED AWARENESS 85% - 14.42M	38%	CONSIDERATION 32.5% - 5.51M	**INCREASING CONSIDERATION BY 4% POINTS IN 2024 (36.5%)**	
CONSIDERATION INTO **WEB TRAFFIC**		CONSIDERATION 32.5% - 5.51M	30%	WEB TRAFFIC 3.68M	INCREASING WEB TRAFFIC BY 40% IN 2024	
WEB TRAFFIC INTO **COMPLETED QUOTES**		WEB TRAFFIC 3.68M	20%	NEW CUSTOMER QUOTES 735K	INCREASING COMPLETED QUOTES BY 30% IN 2024	

QUOTES INTO **POLICY HOLDERS**	KEY DRIVERS	INCREASING CONSIDERATION	NEW CUSTOMER TO CATEGORY	14% - 166k	20% INCREASE IN POLICIES & GWP
			NEW CUSTOMER SWITCHER	16% - 193k	
		PERFORMANCE MARKETING DOMINANCE	ALLIANZ CUSTOMER SHOPS AROUND	20% - 240k	
			ALLIANZ RETAIN RENEWERS	50% - 594k	

Source: OMG Investment Planner: 2023 Financial Services Revenue Response Curves Australia & Allianz 1st party data either shared as part of the briefing or identified through industry tools

Budgeting appropriately to hit +4% consideration

AIDED AWARENESS
85% | 14.4M

38%

CONSIDERATION
32.5% | 5.5M

How much do we need to spend to achieve this?

Core Media KPI
Increasing Consideration by 4% Points In 2024

36.5% total consideration
or
43% of those aware

Answering the "How much?" budget question with our proprietary Investment planning tool

DATA
2,500+ ROI results from global MMM studies across the OMG network

METHOD
Machine Learning to 'predict' ROI, based on our historical results

ROMI & INVESTMENT PLANNER
Ingest global and local MMM & brand uplift data to tailor the tool's output

pHd Make the Leap

$24.35m AUD will lead to a 4.65% lift in Allianz Car Insurance consideration in 2024

Allianz (ii) | pHd

IMPORTANT
Estimated Allianz Aided Brand Awareness 85%
Consideration % shown as a % of that 85% Aided Awareness base

2024: ALLIANZ CAR INSURANCE

MEDIA SPEND: $24.35M

FORECASTED CON LIFT: +4.65

43% consideration of those aware of Allianz

2025: ALLIANZ CAR INSURANCE

FLAT	OPTIMISED
$24.35	$30.1m
+4.1%	+6.35%
48% of those aware	50% of those aware

omni   pHd PHD Australia ⌄

PHD SANDBOX AUSTRALIA / ALLIANZ

| ALLIANZ CAR INSURANCE BRAND & | ✕ | ALLIANZ CAR INSURANCE REVENUE | ✕ | ALLIANZ CAR INSURANCE CONSIDERATION | ✕ | ALLIANZ |

AUSTRALIA / ALLIANZ

Investment	Total Consideration	Cost Per Consideration Point
$24,350,000	4.65	$5,236,559

INVESTMENT SETTING SCENARIO / AIDED BRAND AWARENESS

Total KPI KPI Shift	↻ Edit	Brand - Market	Investment	Current Consideration %	Predicted Consideration %
		Allianz - Australia	$24,350,000	32.5	37.1

Maintain level (Inv.=15.35M)

2 of 2

Source: OMG Investment Planner: 2023 Financial Services Revenue Response Curves Australia & Allianz 1st party data either shared as part of the briefing or identified through industry tools

To accelerate growth, many fall into the trap of targeting niche audience segments they believe will drive greater efficiency.

...but when it comes to marketing science, that's not how brands grow.
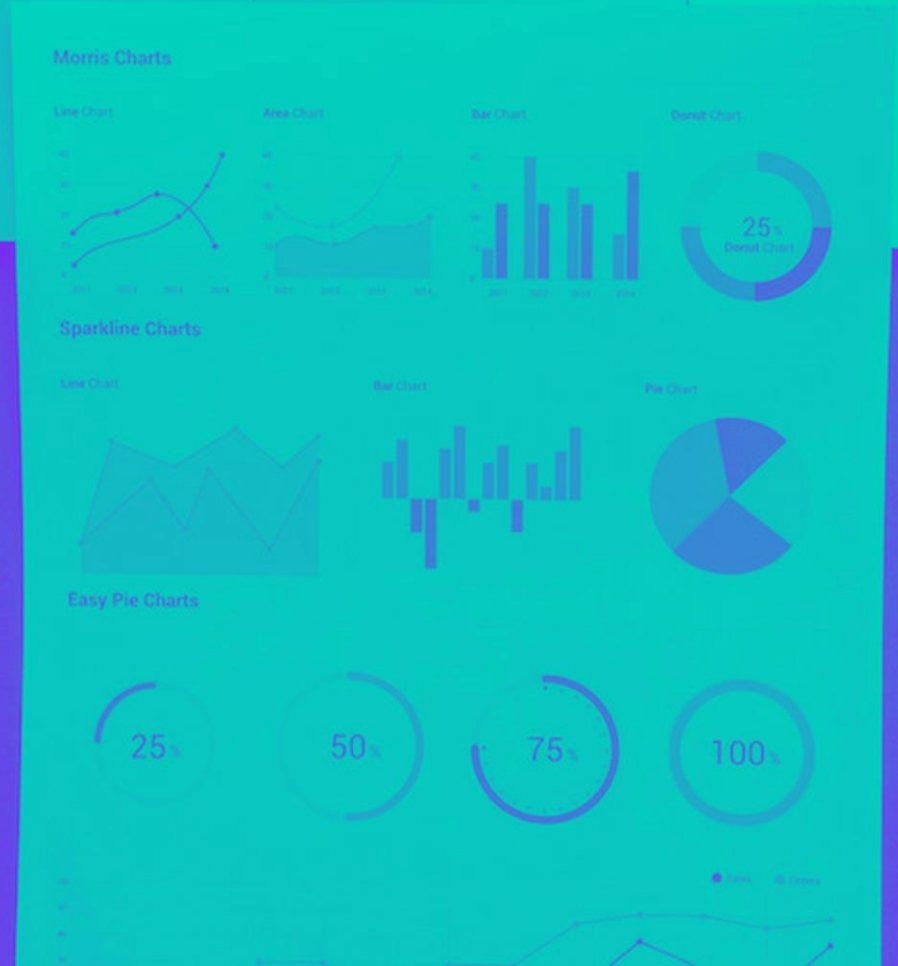
Three laws of marketing science that direct media targeting

THE GREATER THE REACH, THE GREATER THE GROWTH

For campaigns targeting:
- Existing customers
- New customers
- Whole market

Business effects | Total effects
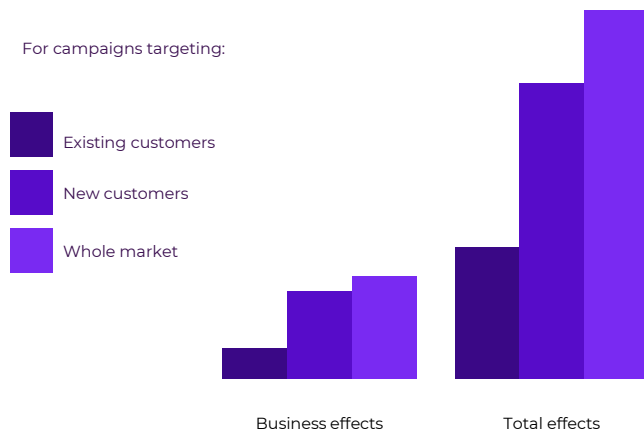
✓ **Target the broadest category opportunity in ATL comms**

CONTEXT BEATS IDENTITY TARGETING IN ATL COMMS

Sales ROI

100 · **117**

■ Demographic targeting ■ Contextual targeting
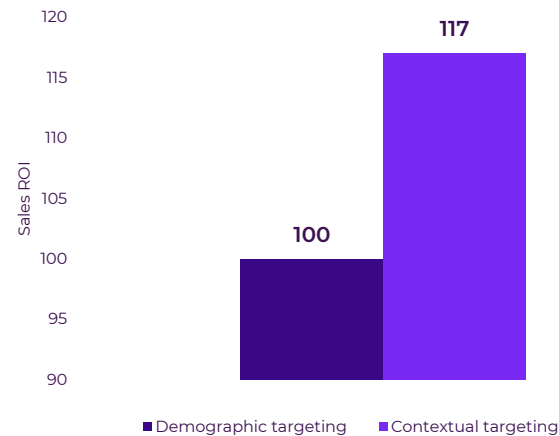
✓ **Target relevant category contexts in ATL comms**

CUSTOMISED MESSAGING BOOSTS PERFORMANCE

Average in-view time

13% · **16%**

■ Low congruence ■ High congruence
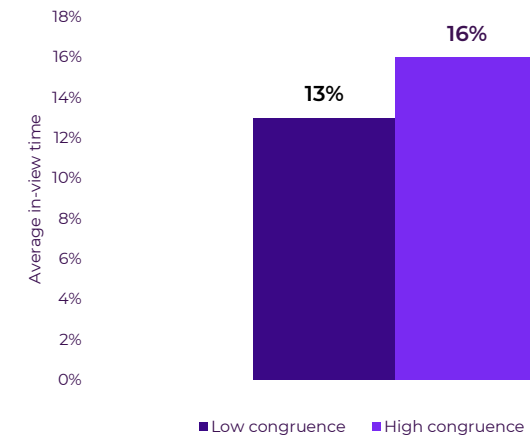
✓ **Customise messaging to context and performance intent signals**

pHd Make the Leap

DON'T TARGET BASED ON INFERRED DEMOGRAPHIC ASSOCIATIONS.

TARGET BASED ON CATEGORY POTENTIAL, CONTEXTS & INTENT.

pHd Make the Leap
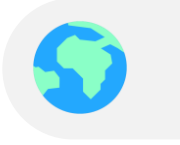
These principles inform how we should target for growth

2 **PROMPT** | category triggers and contexts

POST-PURCHASE | Existing customers (969,000) **4**

CONSIDERATION

RETENTION

NEW CUSTOMERS

EXISTING CUSTOMERS

SALIENCE

ACQUISITION

1 **PRIME** | All drivers (19,031,000)

PURCHASE | Car insurance Intenders (6,037,000) **3**

Allianz | pHd

pHd Make the Leap

We anticipate you're splitting your $24.35m Budget 60/40

Allianz | pHd

60% MASS
$14.6m

40% PERFORMANCE
$9.75m

2 | **PROMPT** | category triggers and contexts

POST-PURCHASE | Existing customers (969,000) | **4**

CONSIDERATION

RETENTION

NEW CUSTOMERS

EXISTING CUSTOMERS

SALIENCE

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1 | **PRIME** | All drivers (19,031,000)

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pHd Make the Leap
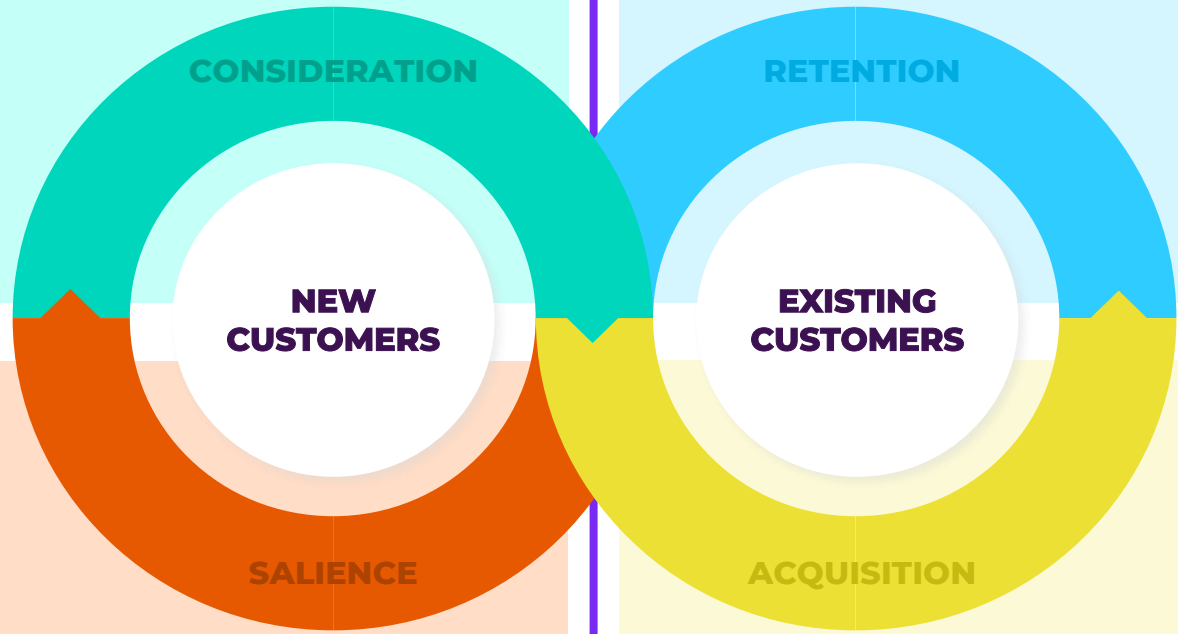
Modelling insurance category brand & product data to optimise against ad generated revenue

2024: $14.61M MASS SPEND

BRAND INVESTMENT: $11.6M @2.9 ROI

PRODUCT INVESTMENT: $3.45M @4 ROI

Interesting points we found

- Product comms diminishes faster than expected
- Room to invest more in product at a lower ROI
- Brand comms has a much higher potential to drive growth
- Findings backed up by latest Binet & Field research

Important

- Category level data being used – not Allianz data
- ROMI data can be ingested to improve accuracy
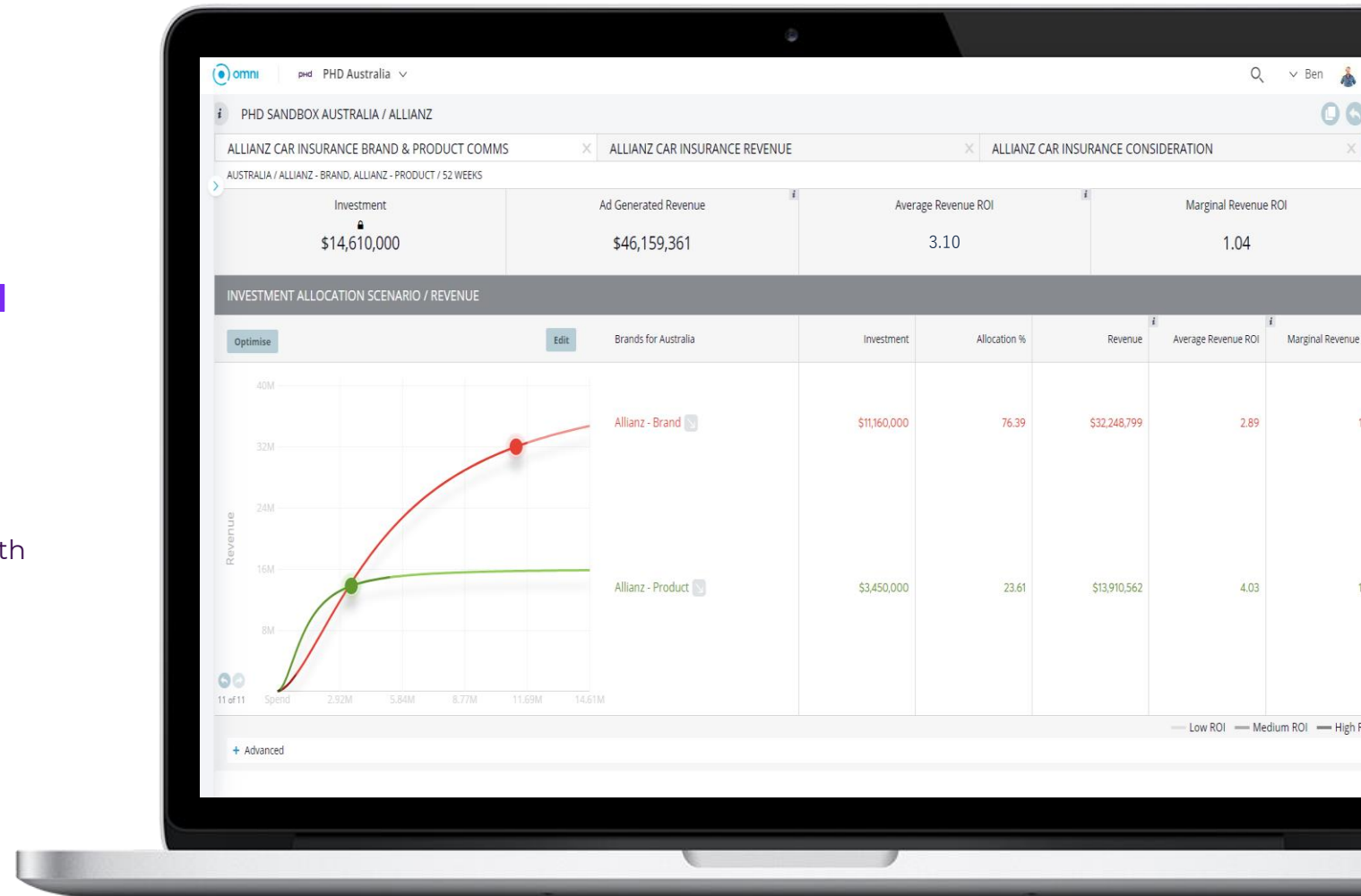
Methodology; Using our database of 2,500 econometric studies we've delineated between Insurance brand (emotional) and product (rational) comms to build bespoke curves for Allianz.

For fun, we've modelled this scenario across all channels and found something interesting...

2 PROMPT | CATEGORY TRIGGERS AND CONTEXTS

$3.45m

97% Att Reach

X9 Ave Freq

$2.4m Offline
$1.05m Online

OOH	RADIO	DISPLAY	SOCIAL
$1.3m	$1.1m	$0.13m	$1m
1.2%	33%	4%	29%

$11.16m

97% Att Reach

X18 Ave Freq

$7.5m Offline
$3.66m Online

TV	OOH	RADIO	OLV	CINEMA	SOCIAL
$4m	$2.2m	$0.3m	$2.1m	$1m	$1.4m
36%	20%	3%	18%	9%	13%

1 PRIME | ALL DRIVERS NSW, QLD, VIC, SA (17,131,000)
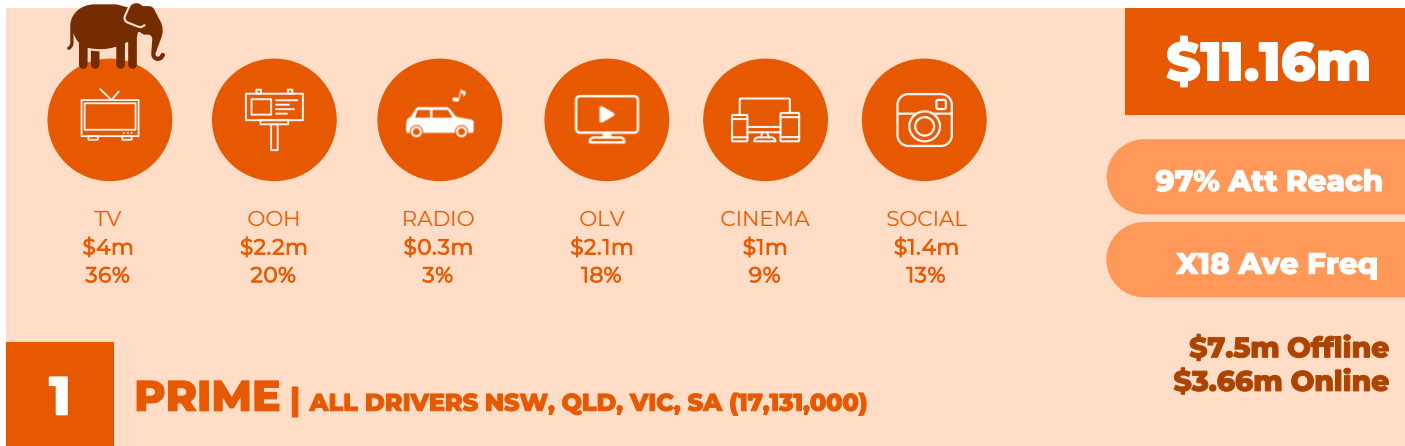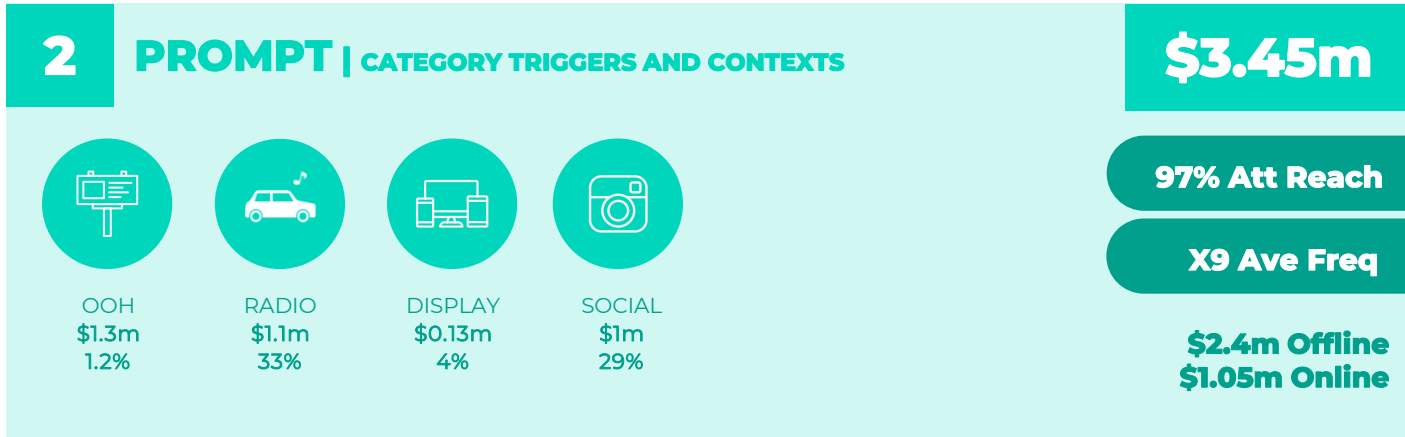
Based on a total brand + product budget of $14.61m
(Excluding Performance Media)

We would recommend allocating

- **67%** ($9.9m) to offline (TV, OOH, Radio)

- **33%** ($4.71m) to ATL Digital

NEXT STEPS

- Work with Allianz's ROMI team to ingest channel ROI
- Work closely with Allianz digital team on combined screens approach

pHd Make the Leap

Recapping our growth mapping section

Growth Mapping

- Consideration is our focus

- $24m will help us to +4.65% Con lift in 24

- 50% by 2025 requires a strong 2024 to avoid having to over invest in year 2

- Sufficient investment is a good start
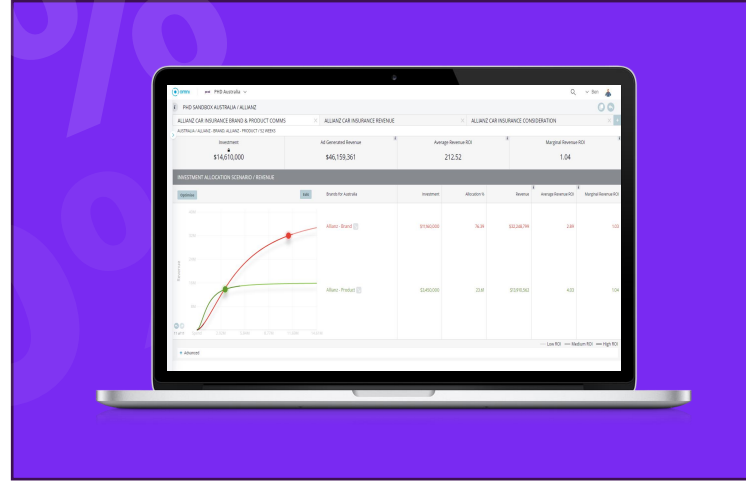
Broad Targeted Brand Comms

- Avoid over segmenting audience and limiting growth

- Higher investment behind brand – sense check with ROMI team

- Category product comms return diminish much faster
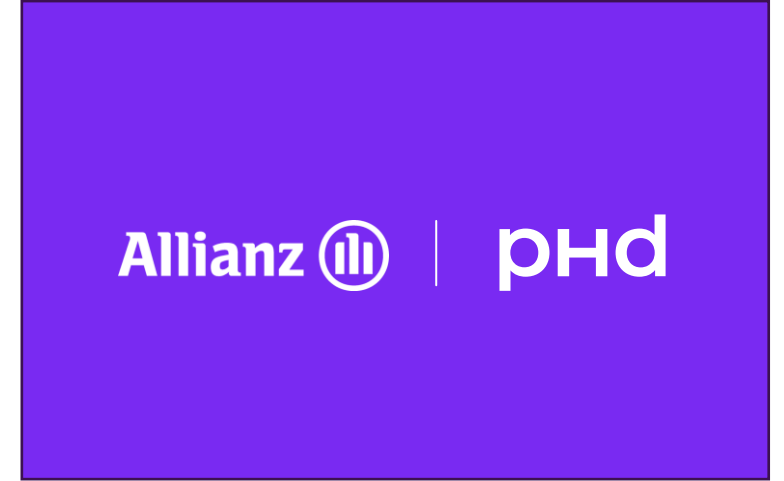
Planning In Partnership

- Best practice is Allianz & PHD working together, sharing learnings & data & strategy

- Unbiased, considered recommendation focused on growing your business

pHd Make the Leap

Competing outside price, requires us to prove how ready Allianz is to support Australians on the road.

...and we must do so in ways that tackle the undeniable challenges that face insurance marketing.
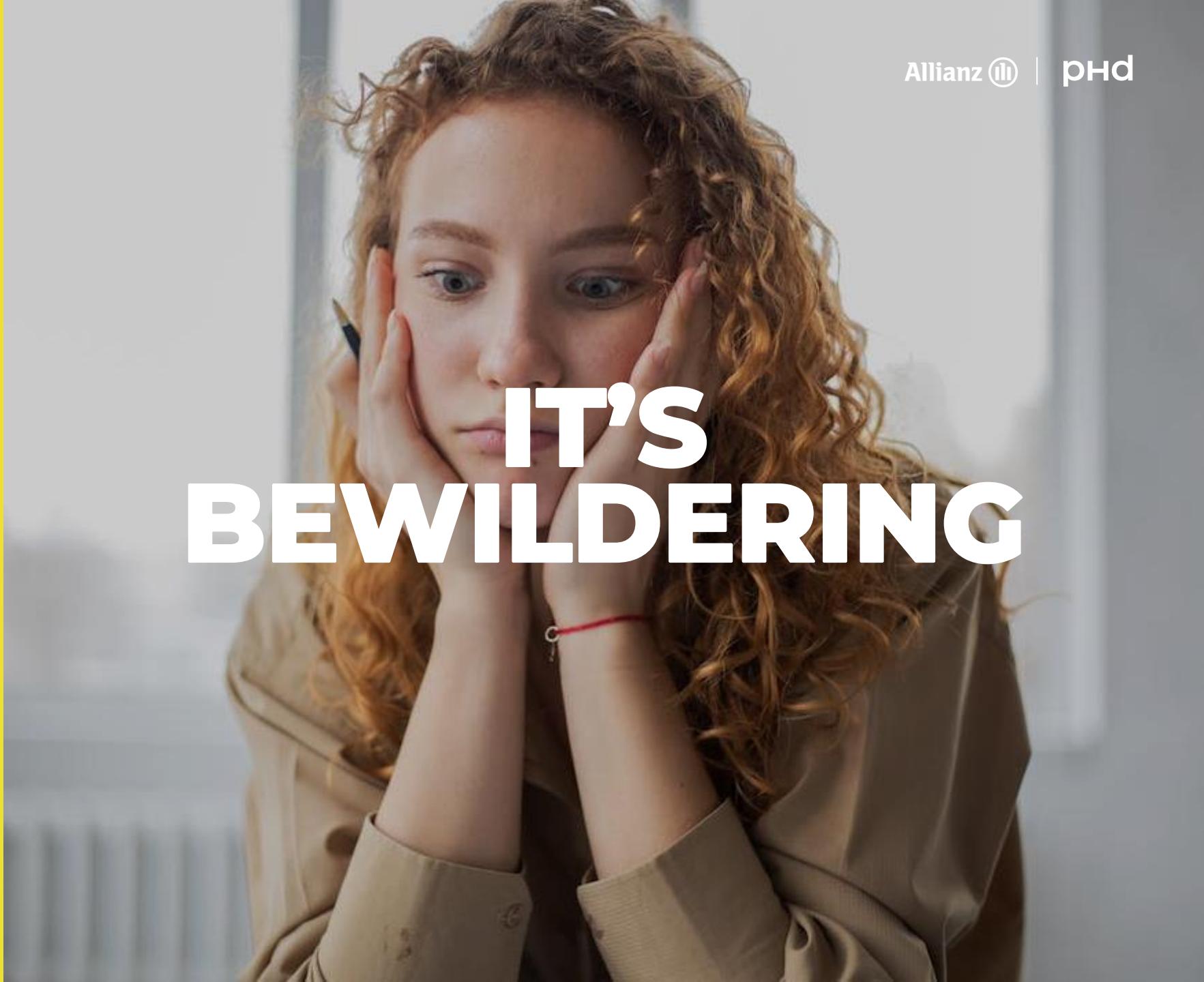
Insurance is only getting more confusing to navigate

CATEGORY CLUTTER

An influx of smaller players and big brands from adjacent categories white labelling products of their own.

ANTI-THEFT DEVICE
AT-FAULT CLAIM
COMPREHENSIVE COVER
CTP
COOLING-OFF PERIOD
DUTY OF DISCLOSURE
EXCESS
NO CLAIM DISCOUNT (OR BONUS)
NO-FAULT ACCIDENT
PREMIUM
REPAIRABLE WRITE-OFF

CONFUSING JARGON

An array of fine print, terminology and jargon that can make choosing the right policy a painful process.

Electric — Hybrid
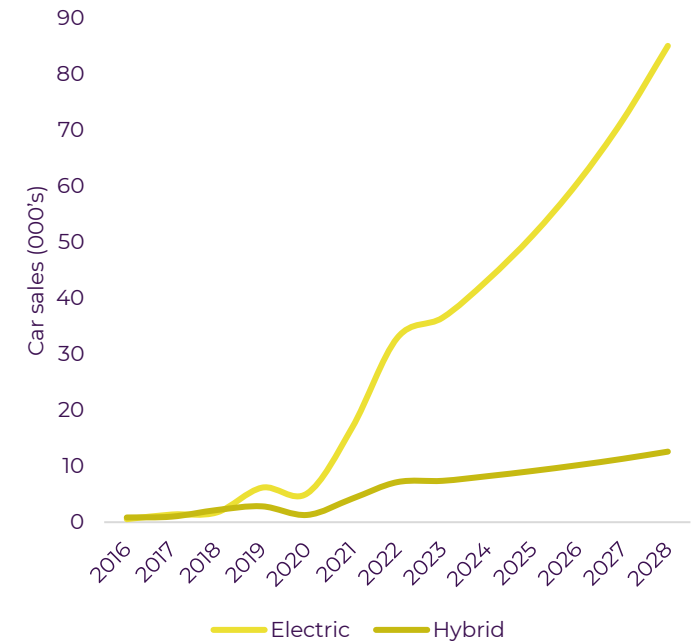
SPECIFIC EV NEEDS

The accelerating rise of EV and hybrid sales means more drivers will require specific policy coverage for EV cars.

Source: Statista, 2023 projected EV sales growth AU

READY FOR YOU

Make Allianz the easiest option to buy for intenders by surfacing the right policy, at the right time

#2

IT'S BRIEF

Allianz | pHd
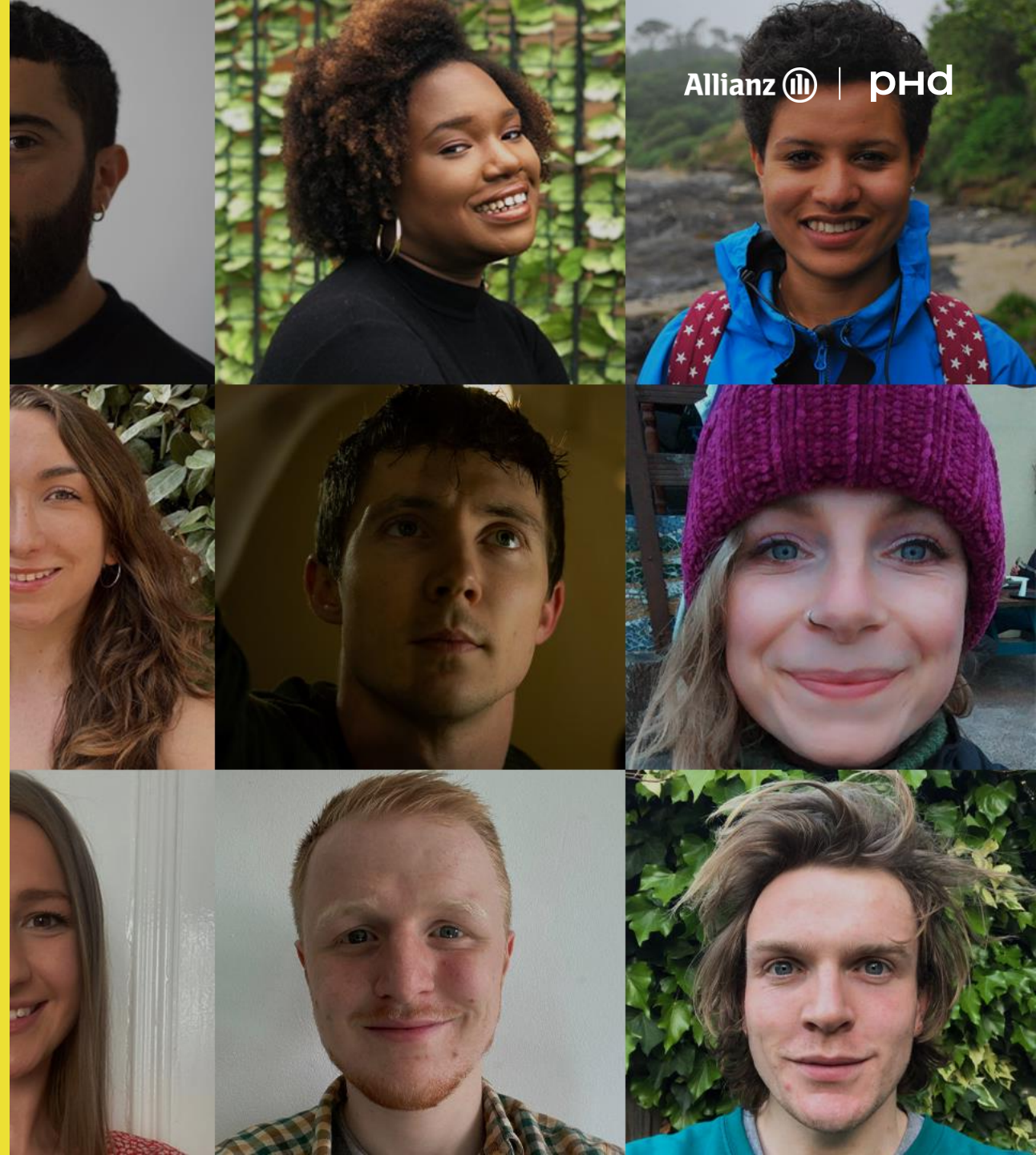
We don't think about insurance until we are triggered to do so

NEW CAR INTENT

EXTREME WEATHER EVENTS

BREAKING NEWS
INTEREST RATE HIKE
9 NEWS
RESERVE BANK OF AUSTRALIA

MACROECONOMIC EVENTS

CHALLENGING ROAD SITUATIONS

BABY ON BOARD!

LIFE STAGE EVENTS

ROAD CRIME EVENTS

pHd Make the Leap

READY
IN REAL-TIME

Be present and helpful in the moments
when people need car insurance

Allianz | pHd

"

"Don't think that you can build financial services brands just by doing what they call hard-working performance marketing. On its own, that stuff does not drive growth. You need to make your performance marketing work well by preparing people with the brand building stuff.

Stop spamming people with programmatic and emails and mailings and stuff like that, and actually engage people at the emotional level. When you get that right, the results can be massive."

Les Binet
Group Head of Effectiveness at adam&eveDDB

The job of marketing is therefore not to accentuate the boring, rational nature of insurance…

…but to strengthen salience through emotional & memorable communications.

WE'RE NOT IN THE PERSUASION GAME, WE'RE IN THE ENTERTAINMENT GAME.

Overthrow II, PHD

Media plays a critical role in how we break-through apathy

"Reach assumes that 100% of the impressions you plan and buy are watched by 100% of the audience for 100% of the time, which is not the case.

My advice to media planners and creative directors is to understand the boundaries that each platform and format will afford you and optimise your creative objectives and reach planning around that."

Professor Karen Nelson-Field

pHd Make the Leap

PLATFORM

AD FORMAT

CONTEXT

DEMOGRAPHIC

CREATIVE
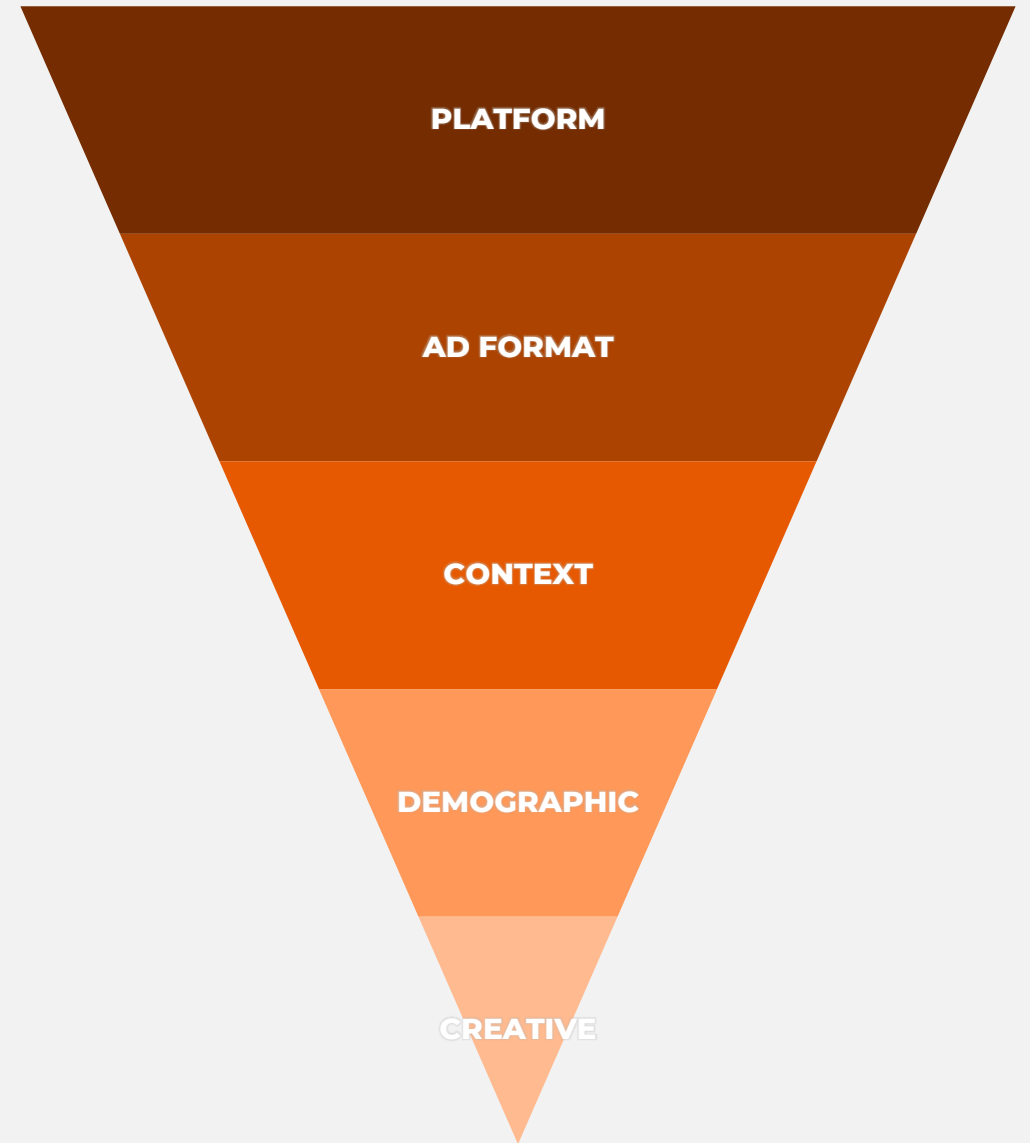
Showing up in entertainment is critical to win attention

LINEAR TV, CINEMA, BVOD AND NON-SKIPPABLE YOUTUBE MAINTAIN ATTENTION LONGER

ACTIVE AND PASSIVE ATTENTION %

SECONDS OF AD

- BVOD 30"
- Instagram story
- Youtube skippabe >15"
- Facebook in-feed video
- Linear TV 30"
- Youtube skippabe <15"
- Instagram in-feed video
- Youtube non-skippabe >15"
- Cinema
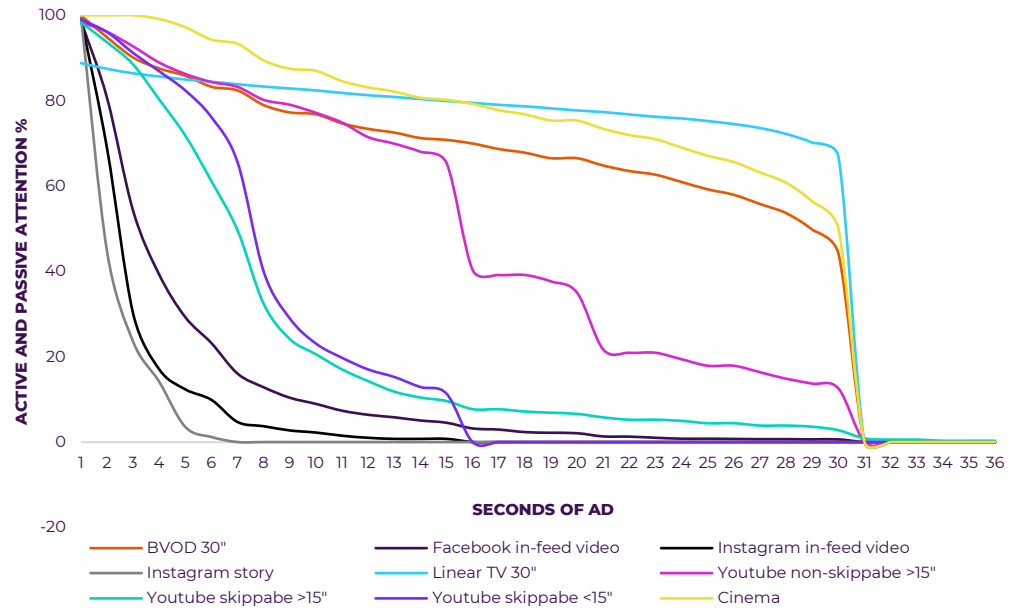
PROGRAMMING MAINTAINS HIGHER ACTIVE ATTENTION THAN ADVERTISING
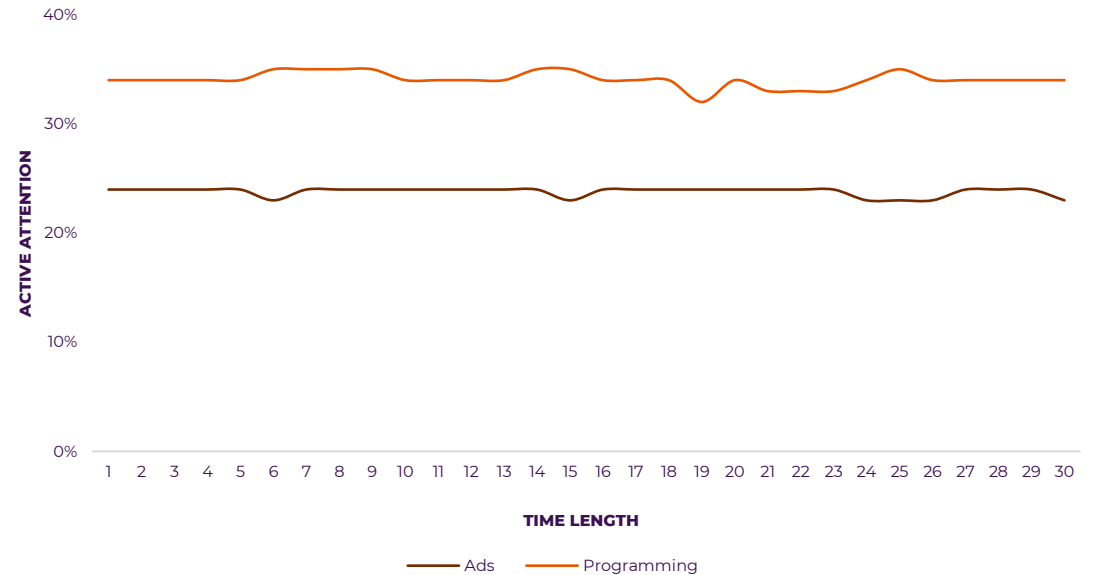
ACTIVE ATTENTION

TIME LENGTH

- Ads
- Programming

Source: Amplified Intelligence, 2022 Attention studies

READY BEYOND REALITY

Break category apathy by dramatizing just how Ready Allianz is in mass culture at scale

Allianz | pHd

STRANGER THINGS
CALIFORNIA PCE 235

READY FOR YOU

Make Allianz the easiest option to buy for intenders by surfacing the right policy, at the right time

READY IN REAL-TIME

Be present and helpful in the moments when people need car insurance

READY BEYOND REALITY

Break category apathy by dramatizing just how Ready Allianz is in mass culture at scale

CORE OPPORTUNITY

How can we use media to prove how ready Allianz is for what the road may throw at Australians, today and tomorrow?

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CORE IDEA

READY FOR ANYTHING

To prove that Allianz is the most reliable car insurance provider in 2024, we'll leverage the power of media context to dramatize just how Ready we are to have Australians covered no matter what the road might throw at them. From the every day moments they need protection such as extreme weather conditions, to even the most out of this world driving situations – Allianz has Australia's back more than any other insurer because when it comes to the road, Allianz is ready for anything.

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READY FOR *ANYTHING*

READY BEYOND REALITY
DRAMATIZE HOW READY ALLIANZ IS IN MOMENTS OF MASS CULTURE.

READY IN REAL-TIME
HIGHLIGHT ALLIANZ READINESS IN MOMENTS OF DRIVER NEED.

READY FOR YOU
SURFACE THE RIGHT POLICY TO THE RIGHT INTENDER, AT THE RIGHT TIME.

How it comes to life

READY BEYOND REALITY

To cut-through category apathy, we'll hijack the biggest entertainment moments of 2024 with contextual last-in-break ads that dramatize how Allianz has you covered for even the most outlandish situations on the road – even in the unlikely event that your parked car gets stomped on by King Kong himself.

READY IN REAL-TIME
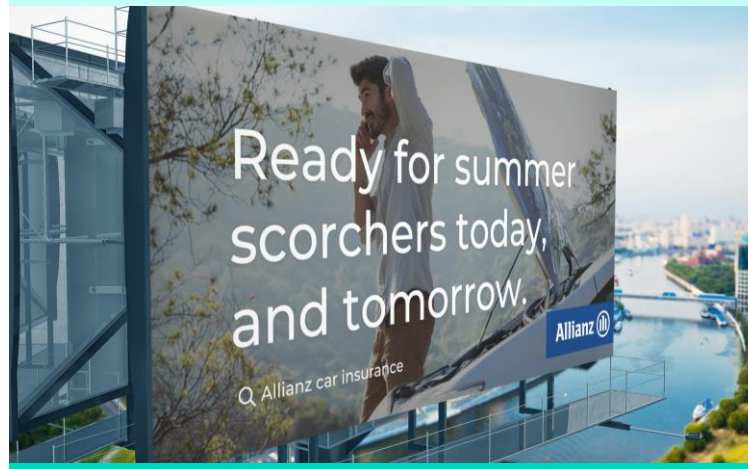
To boost consideration in the critical everyday moments of need for car insurance, we'll leverage clever context at scale. From heatwaves, to hail and traffic jams, Allianz is ready to have you covered no matter what the road throws at you.

READY FOR YOU
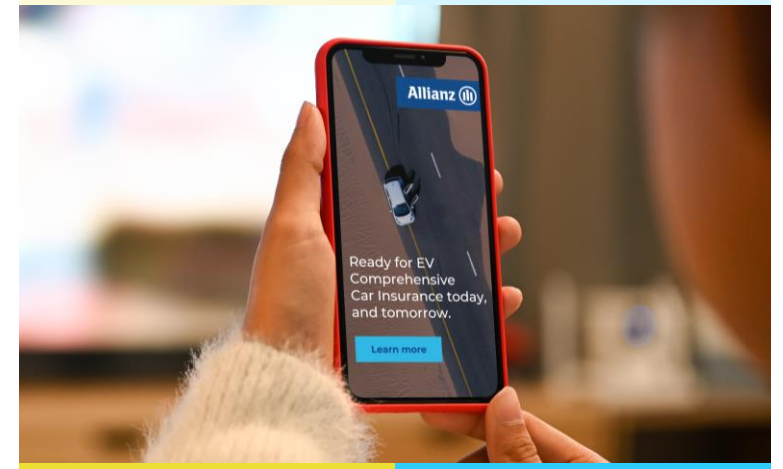
To make it easy for car insurance intenders to find the right policy for them with Allianz, we'll leverage dynamic personalized ads that match the right policy to their intent signal and make it easy for them to find out more, and convert.

REAL &
HUMAN

THE REAL & HUMAN CHALLENGER

CORE STRATEGIC THOUGHT:
A group of real people who genuinely care about what they're making and how they are servicing you

WHAT IS IT CHALLENGING:
The impersonality and face-less service of the market leader or category

WHY DOES THE CONSUMER RESPOND TO IT:
'At last, some real people who understand what I'm about'

ESSENTIALS
✓ Live and breathe customer service through all owned channels
✓ Invest in tech to deliver first rate and real-time customer interaction
✓ Use media channels that allow for two way comms such as social channels
✓ Make use of the CEO or founder's vision in comms

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ENLIGHTENED
ZAGGER

THE ENLIGHTENED ZAGGER CHALLENGER

CORE STRATEGIC THOUGHT:
The Enlightened brand, deliberately swimming against the prevailing cultural or category tide

WHAT IS IT CHALLENGING:
The common and unthinkingly accepted aspect of contemporary culture

WHY DOES THE CONSUMER RESPOND TO IT:
Through being provoked by the contrarian stance the challenger takes

ESSENTIALS
- ✓ Set out your counter stance with conviction
- ✓ Create shareable content in social channels that mocks category trends
- ✓ Use broadcast channels to continue your category parodies
- ✓ Reimagine every touchpoint – identify the grip of the category and always do the opposite

pHD Make the Leap

IRREVERENT
MAVERICK

THE IRREVERENT MAVERICK CHALLENGER

CORE STRATEGIC THOUGHT:
Poke beige in the eye

WHAT IS IT CHALLENGING:
The complacency, seriousness, and narrow-mindedness of the status quo and those who choose to maintain it

WHY DOES THE CONSUMER RESPOND TO IT:
Engagement with its attitude, irreverence and character

ESSENTIALS
✓ Crackle with counter-category attitude
✓ Build tactical activity and work fast
✓ Build PR and legal expertise in to your marketing team
✓ Create stunts, make headlines and build infrastructure to make it shareable

pHD Make the Leap

Find your team

REAL & HUMAN

ENLIGHTENED ZAGGER

IRREVERENT MAVERICK

GEMMA
CHRIS
ALI V
CALUDIO

ALEX
ANDIE
JOHNATHAN
RHONDA
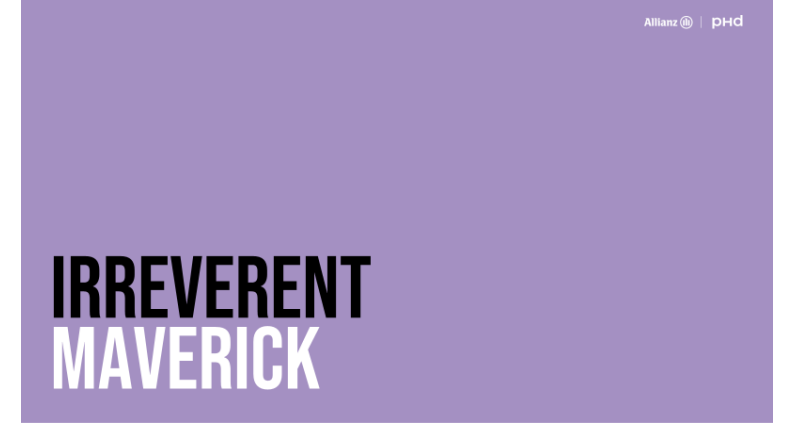
ALI J
ERIN
RENEE
DARCY

pHd Make the Leap

How might you use media to prove how Allianz is Ready for Anything the road throws at Australians through the lens of your challenger archetype?

REAL & HUMAN

A brand that challenges the impersonality and face-less service of the market leader or category

ENLIGHTENED ZAGGER

A brand that challenges how the rest of the category typically behaves and does the opposite

IRREVERENT MAVERICK
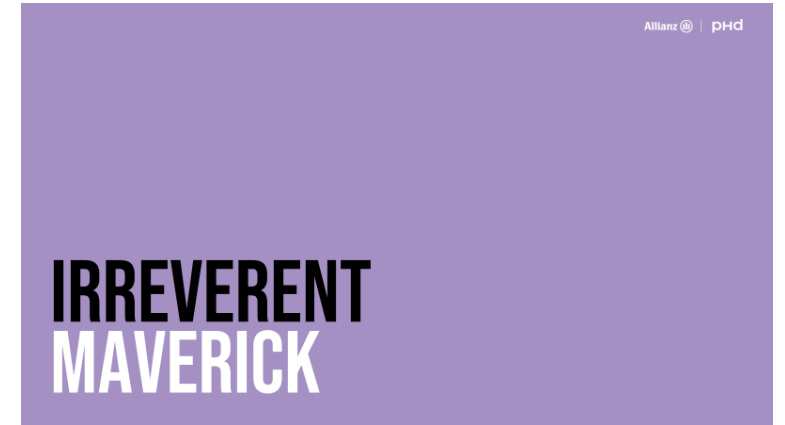
A brand that challenges boring marketing and complacency by poking beige in the eye

pHd Make the Leap

MEDIA PLANNING

Making smarter decisions to increase effectiveness & efficiency

EFFECTIVENESS ROADMAP

Brilliant basics to maximize the **expected** effectiveness of all media touchpoints

USE OF DATA

Unrivaled insight into consumers through **unique to OMG** data capabilities

SELECTION & ALLOCATION

How we select channels at PHD, ensuring budgets are **sufficient & optimized**

MARKET LEADING TECH

Bringing everything **together** into a customizable, collaborative media orchestration tool
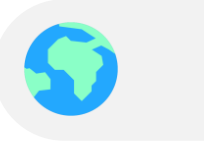
Allianz roadmap to more effective media planning

Fundamental principles to maximize growth for annual and campaign planning

Skews Annual Planning

PLAN WITH THE PORTFOLIO IN MIND TO INCREASE OVERALL ALLIANZ ROI

SHOW BRAVERY TO USE MEDIA IN CREATIVE & INNOVATIVE WAYS TO CHALLENGE CATEGORY CONVENTION

OPTIMISE STATE AND CHANNEL BUDGETS AGAINST TANGIBLE BUSINESS LED KPIS

Skews Campaign Planning

BRING ATL: & BTL TOGETHER WITH OMNI CHANNEL PLANNING WITHIN CHANNEL PLANNING TOOLS

TOM ACROSS KEY CEPS BY CONSISTENTLY SHOWING UP IN CONTEXTUAL MOMENTS OF INSURANCE CONSIDERATION

MAXIMIZE 1+ WEEKLY REACH ACROSS CHANNELS ADOPTING AN ALWAYS ON APPROACH UPWEIGHTED TO KEY PERIODS

Source: 1. Ehrenberg-Bass Institute of Marketing Science / TVSpan analyses of 113 brands (2005), 2.TNS / Kantar Worldwide 2013, 3. : The major single-source studies: 1990 Philip-Jones (ACN)Decaying curve; 1991 Ephron Decaying curve + is consumer ready more important than frequency; 1992 AGB UK15 of 17 where decaying curve (little-no effect with 4+); Wind and Sharp, 2009 4. Amplified Intelligence   5. Analytic partners 2020 6. Dynamic Logic - analysis of 32 cross-media campaigns (14 of which FMCG). PHD – PHD/BrandScience 2012

Make the Leap

pHd

Unrivaled media planning insight through unique to OMG data partnerships

Amplified Intelligence

Attention Data = Smarter Screens Planning

Largest global database ingested into Omni channel planning tools allowing us to optimise across channels, platforms and formats using a widely studied media quality metric beyond the simple CPM or CPV

experian™ flybuys

Lifestage Insight, Mapping & Targeting

Bespoke OMG, Flybuys & Experian partnership allowing us to build purchase-based audience segmentation and pull through to data match with Experian's 17m database for profiling

Uber

Travel Intent Data Signals (Coming soon)

First agency group globally to partner with Uber to access consumer mobility and delivery signals.

Travel to car dealerships, estate agents
Travel & Holiday intent (Uber Trips)

We have brokered unique to Allianz data partnerships

Carsales.com.au

Unique to PHD data sharing partnership with Australia's largest online car sale site specifically for Allianz.

Showing real time car demand, make, model and fuel type & audience location which we've used to inform our strategy, planning & execution for Allianz's media

Domain

Domain provides the ability review insights from 1st party data & address consumers who are moving home soon using Domain's home & rental enquires signals.

How we select channels

BEHAVIOURAL LAYER
Comms Tailored to Task

Playing to channel strengths

Tailored to messaging / task focus

CREATIVITY LAYER
Using media to challenge convention

Creativity & innovation is a major driver of disproportionate ROI.

REACH + COST + ATTENTION
More effective omni channel planning

Optimise channels to the most cost-effective viewable cost per reach point using the latest audience, media rates, reach & attention data

INSTEAD OF TELLING YOU, LET US SHOW YOU

Data driven approach to media flighting to ensure salience builds ahead of key periods and we're visible during known renewal periods

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KPI	DATA	PHASE		JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	MEDIA	KPIS
PRIME & ATTRACT NEW CUSTOMERS	OUT-OF-MARKET	PRIME	READY BEYOND REALITY SALIENCE $11.16M	Flighted 4 weeks prior to historical demand ground media and build salience ahead of key periods	TV - $4M OOH - $2.2M RADIO - $0.3M OLV – $2.1M SOCIAL- $1.4M CINEMA $1M	+2% UNAIDED AWARENESS 98% ATT REACH @17
		PROMPT	READY IN REAL-TIME CONSIDERATION $3.45M		OOH- $1.3M RADIO - $1.1M SOCIAL - $1M DISPLAY - $0.1M	+4% CONSIDERATION 97% ATT REACH @9
	IN-MARKET	PURCHASE	READY FOR YOU ACQUISITION – IN HOUSE	Flighting matched to Insurance Intent Signals	ALLIANZ IN-HOUSE	CONVERSIONS CPA
X-SELL & REDUCE CHURN	POST-MARKET	POST-PURCHASE	READY FOR YOU RETENTION – IN HOUSE	Flighted 4 weeks prior to lifts in Allianz motor policy renewals	OWNED, EARNED & IN HOUSE PAID	POLICY RENEWS REDUCED CHURN

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How PHD and Omni are ready to accelerate Allianz to more effective growth

Clarity on what media can deliver beyond vanity metrics

Revenue, ROI & Attention

Brings together data, audiences, teams and channels in one unified globally accessible platform

Faster, smarter and agile decision making

More effective campaigns

READY FOR _ANYTHING_

**READY
BEYOND REALITY**

**DRAMATIZE HOW READY ALLIANZ IS
IN MOMENTS OF MASS CULTURE.**

Rewarding the Readiness of Allianz customers who read the fine print

Prior to launch, we'll sneak the out of this world situations we hijack in entertainment as real clauses Allianz provides coverage for in the fine print of their car insurance policies. For the avid readers who discover these clauses, they'll find a secret CTA congratulating them for their readiness and asking them to tag Allianz Australia in a post sharing their find for a one of its kind reward such as a season pass to Allianz Stadium, or a once in a lifetime trip to the Olympics.
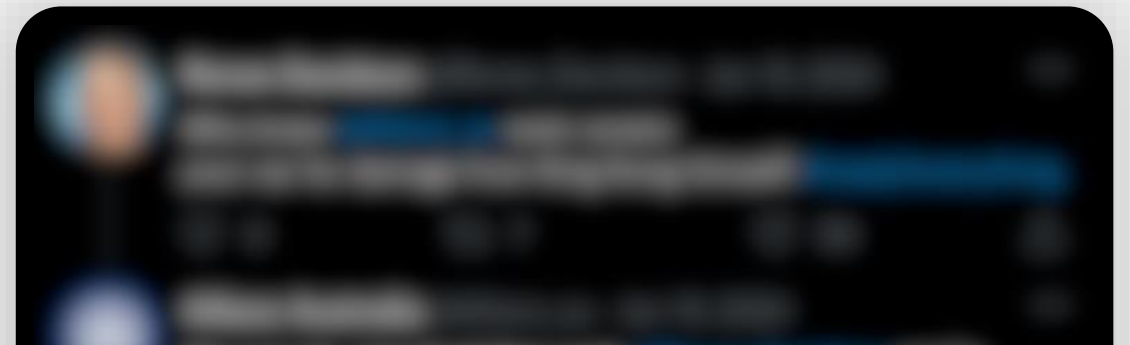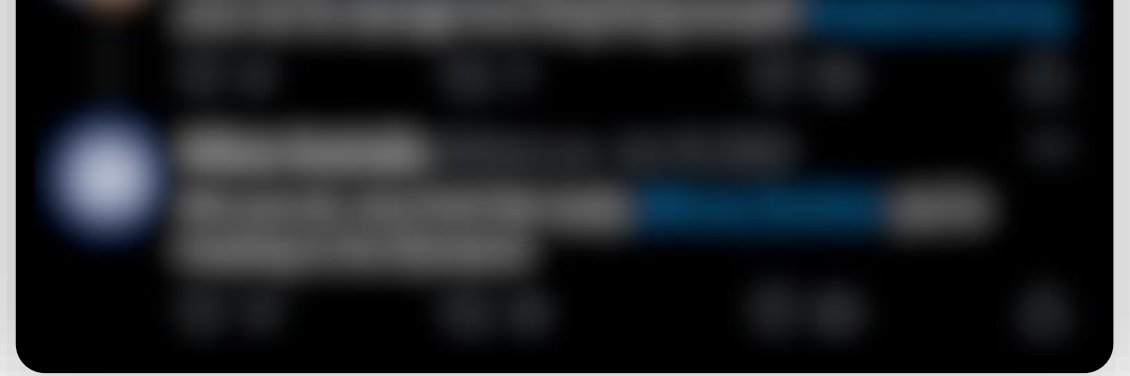
Selecting the biggest properties across 2024

Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec
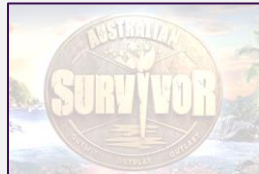
| Our criteria for ent. properties | 1. Scale of reach | 2. features car moment | 3. Does not feature death or personal injury |

DRAMATIZING HOW READY ALLIANZ IS IN MASS CULTURE AT SCALE

Ready for angry apes today, and tomorrow.

Allianz car insurance

Allianz (ii)

FILM ON AIR

KINGDON OF THE PLANET OF THE APES, CINEMA MAY 2024

Ready for transforming
tailgates today,
and tomorrow.

🔍 Allianz car insurance

Allianz Ⓐ

Allianz Ⓐ | pHd

TRANSFORMERS ONE, CINEMA SEPTEMBER 2024

Ready for demons or demogorgons today, and tomorrow.

🔍 Allianz car insurance

Allianz ⑪

Ready for winning teams in and around Allianz stadium

Connecting a live score feed, we'll dynamically change out the digital signage in and around stadiums to celebrate the fans of winning teams with bespoke ads. From Rabbitohs to the Roosters, we'll be ready to show our support as they take to the road.

Allianz | pHd

READY FOR
ANYTHING

READY
IN REAL-TIME

HIGHLIGHT ALLIANZ READINESS IN
MOMENTS OF DRIVER NEED.

pHd Make the Leap

Ready for traffic tetris today, and tomorrow.

🔍 Allianz car insurance

Allianz ⑪

Allianz ⑪ | pHd

TRAFFIC

TomTom

CAR PURCHASE | carsales → DOOH

Using car purchase signals to switch on media in postcodes where car purchase spikes

Our PHD partnership with Car Sales provides significantly deeper level insights of market & consumer changing demand – a competitive advantage for Allianz

USE OF DATA – CIRCA 5.4M CAR PURCHASE INTENDERS A MONTH

Planning
- Post code level OOH planning based on weekly demand levels
- Segment by vehicle value, type & fuel or electric
- Ingested into our Omni mapping tools to identify hotspots
- Overlay hot spots with POI such as dealerships
- Map creative executions to static & digital sites increasing relevance on Allianz messaging in traditional media (Not just DOOH)

Buying/Activation
- Live OOH media OOH site inventory mapping
- Export planned site list to increase briefing efficiency
- Create priority list of high-profile sites that may warrant long term holds to block out competitors
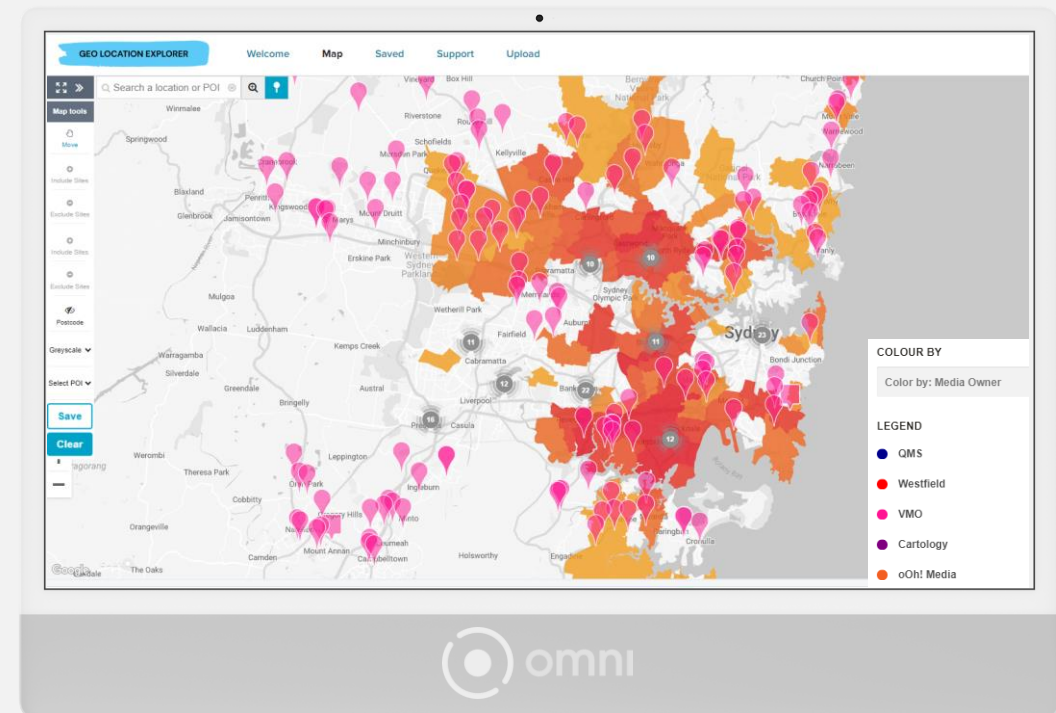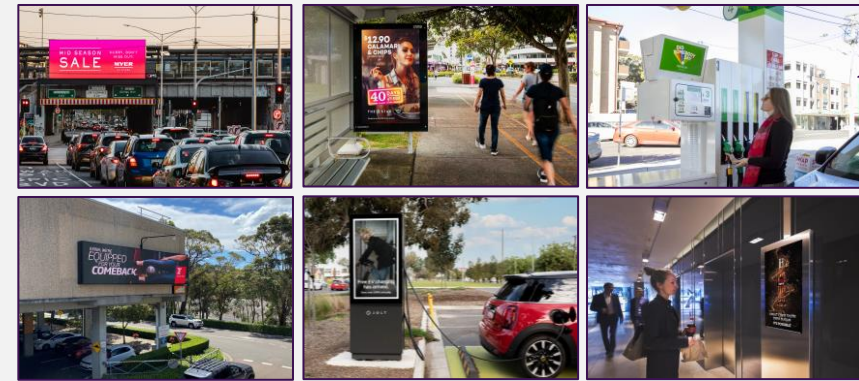
pHd Make the Leap

National   NSW   Roads

Pothole repair bill soars to $4b record

Megan Gorrey
July 17, 2023 — 7.30pm

Save   Share   A A A   35   View all comments

Going further to help keep Australian roads ready

To keep Australian roads ready we'll use savings from optimizing Allianz's search activity to fill in the nation's worst potholes. Simply tag @Teamready_au via Threads with the address of the worst potholes near you and the Allianz team will either come out to fill in the locations themselves or provide the funds for local councils to do it themselves. The locations that get the most comments and reshares each month will get priority fueling social chatter.

Claudio Wixstrom @Claudio_Wixstrom · Jun 19, 2024   •••

@TeamReady_au there's an absolute shocker on the corner of Military Road and Punt Street in Mosman. Please help!

💬 37   ⟲ 11   ♡ 211   ↥

Allianz Team Ready @TeamReady_au · Jun 19, 2024   •••

Hold tight, we're on the case @Claudio_Wixstrom. Will have this bad boy patched up on Wednesday. 🙌

💬 18   ⟲ 10   ♡ 157   ↥

READY FOR *ANYTHING*

READY
FOR YOU

SURFACE THE RIGHT POLICY TO THE
RIGHT INTENDER, AT THE RIGHT TIME.

Allianz | pHd

pHd Make the Leap

pHd Make the Leap

ARE YOU FEELING READY FOR THE SEXY STUFF?

Building this capability and more starts with our media acceleration audit to identify opportunities for development

Scoring State

— Current State   — Future State

SEO · Paid Social · Paid Search · Programmatic · UX/CX · Website Tracking · MarTech

Applying audit learnings to build readiness for Allianz

Data Technology and Engineering	Advanced Measurement and Modelling	Creative and Content Optimisation	Privacy, Ethics and Compliance	Search and CX Excellence	Planning and Activation (Paid Media)

| Developing a deeper understanding of the customer | Creating the omni-channel customer | Delivering better customer experiences | | | Bringing in more customers of greater value |
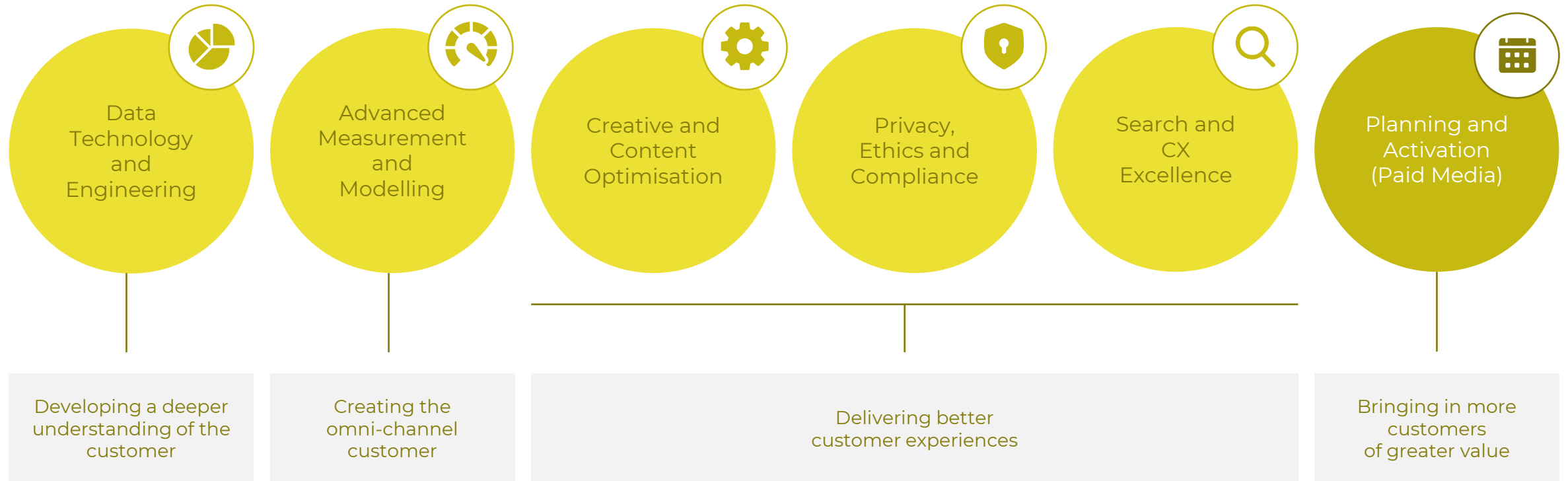
Our audit provides clear optimisations and opportunities

Creative and Content Optimisation

LANDING PAGE

LANDING PAGE

PAID SEARCH

PAID DISPLAY & VIDEO
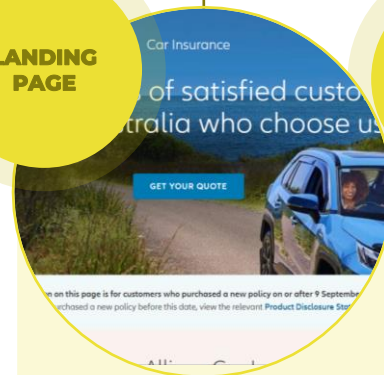
LP content strategy

Improve organic search SOV through optimised on-site content.

Social Proof testimonials

Establish Allianz as the authority in car insurance through social proof.
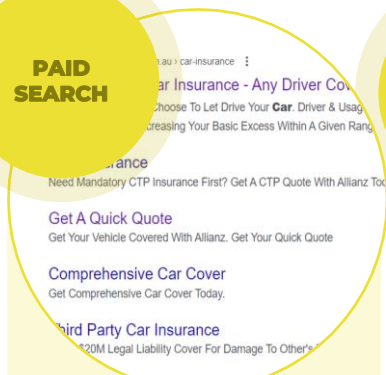
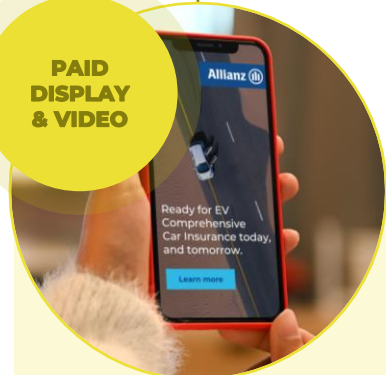**Tailored search queries**

Improve search response rates by ensuring utilisation of all ad extensions and testing variations in ad copy.

Dynamic Creative Optimisation
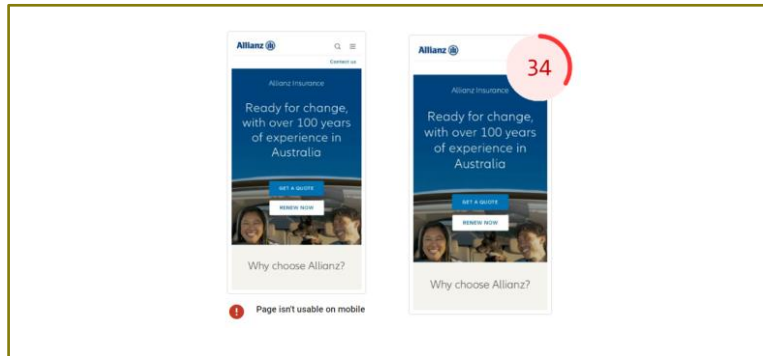
Right policy, right intender, right time.

Making Allianz the easiest option to buy by matching the right policy to intent signals

Car insurance intent — — — Based on intent-based search terms and remarketing activity

Comprehensive

Third party

CTP

EV

Regular
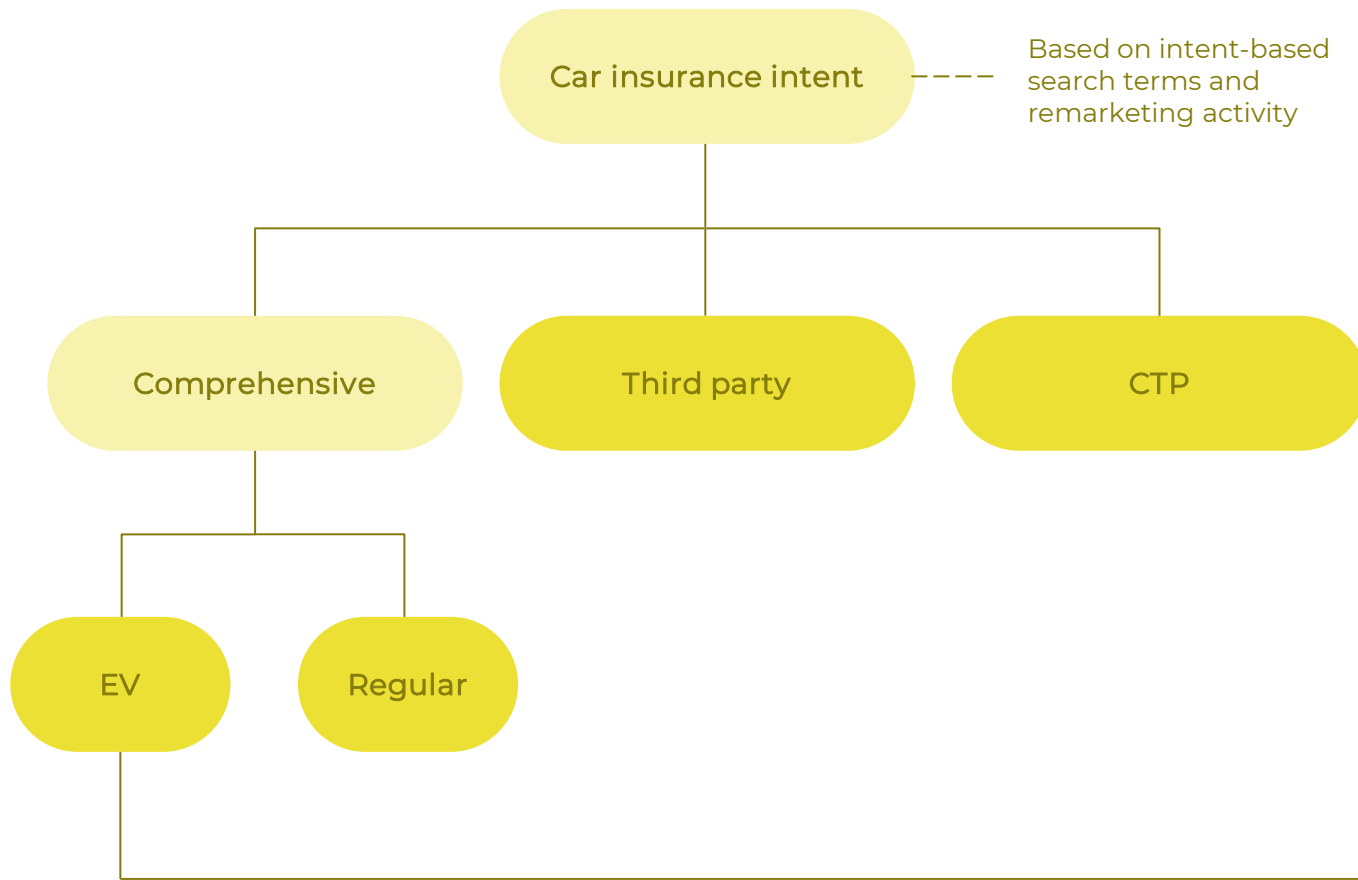
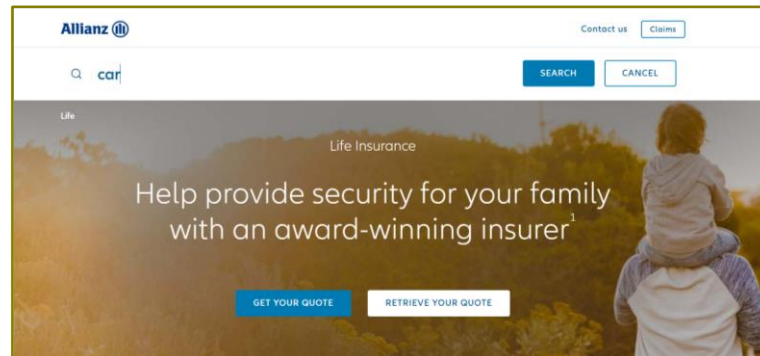# Our audit provides clear optimisations and opportunities

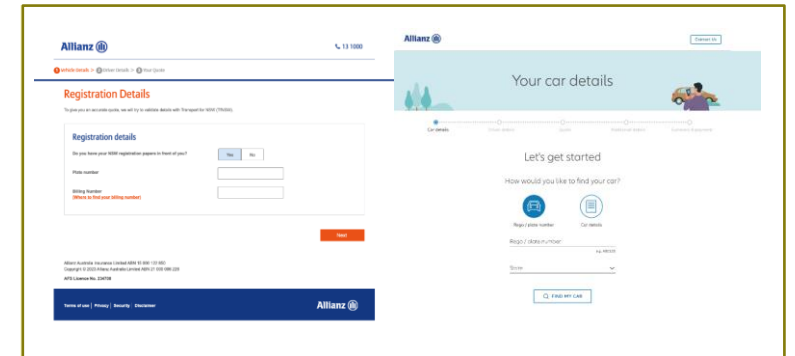**Search and CX Optimisation**

CX

Page speed and core web vital optimisation

Improving mobile experience to increase traffic from 42% to 60%.

Intelligent on-site search

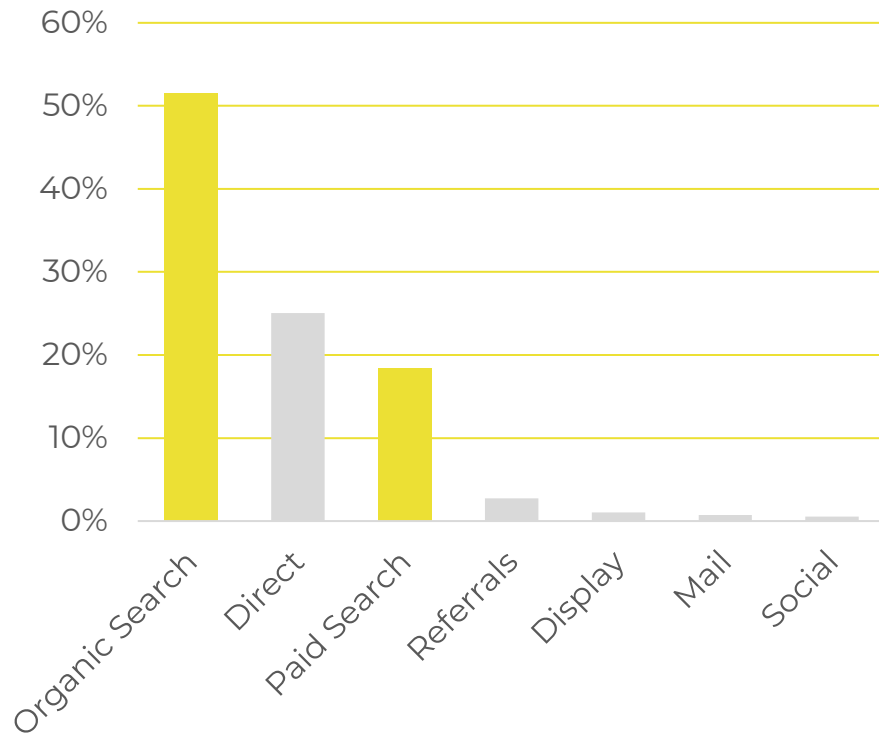Implementing predictive search will lead to improved NPS and conversion rates.

Optimised experience for forms across website

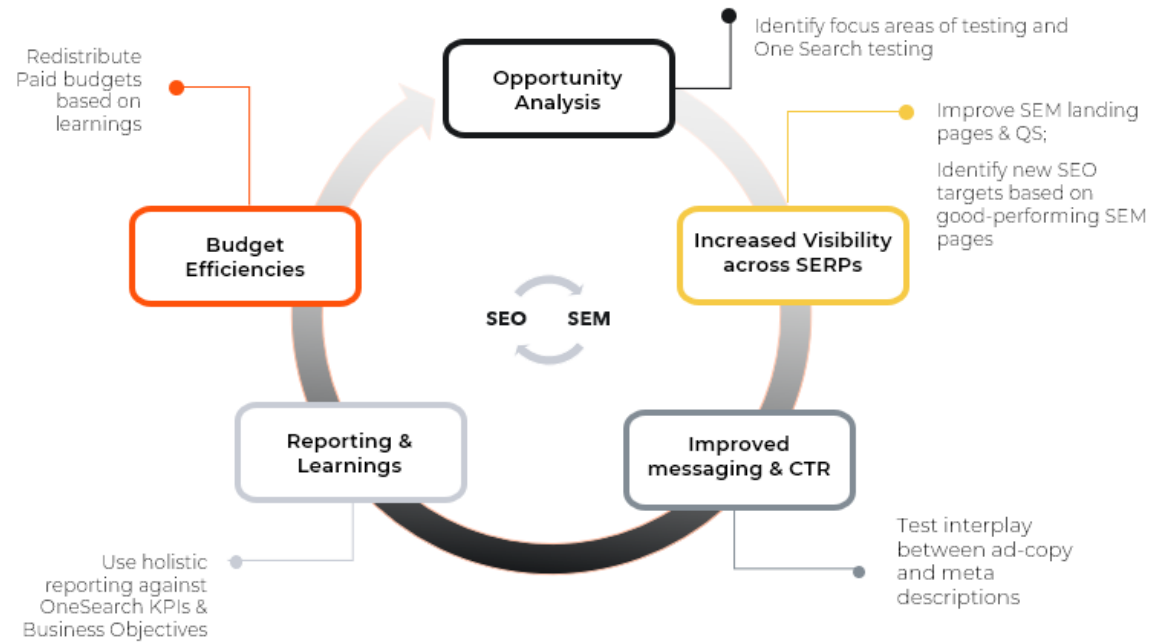Uniformed and deterministic forms will improve conversion rates.

Identifying synergies between SEM and SEO

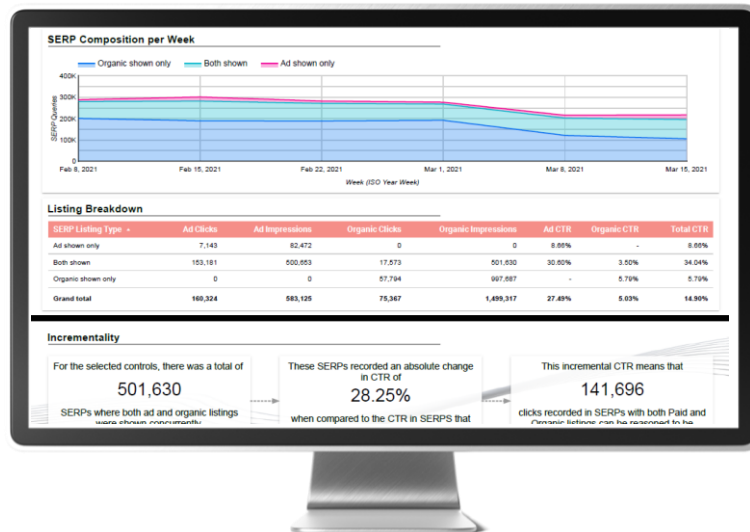## ALLIANZ.COM.AU TOP MARKETING CHANNELS

INTRODUCING ONESEARCH

Identify focus areas of testing and One Search testing

Improve SEM landing pages & QS;

Identify new SEO targets based on good-performing SEM pages

Opportunity Analysis

Increased Visibility across SERPs

Budget Efficiencies

Redistribute Paid budgets based on learnings

SEO   SEM

Improved messaging & CTR

Reporting & Learnings

Use holistic reporting against OneSearch KPIs & Business Objectives

Test interplay between ad-copy and meta descriptions
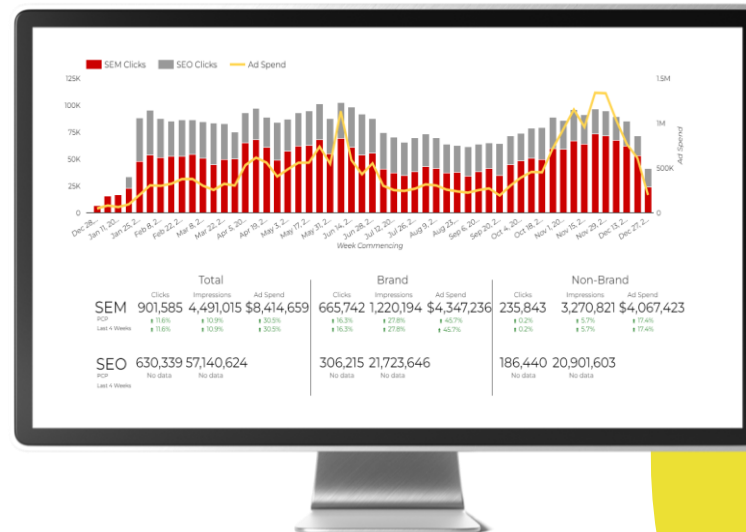
Source: Similarweb, September 2023

Enabling a holistic view of search channel

Integrated Channel Summary

See top-level interactivity metrics in an executive summary to learn where SEO or SEM resources needs to be directed.

Trended Channel Visualisation

Bespoke dashboarding allows a holistic understanding of Search as a channel.

Roadmap

Insights delivered by keyword, with spend analysis, channel observation, insight and recommendations.

We have maximised organic growth to create paid media efficiencies for financial services clients

Overall Visits

Legend: Organic — Brand Paid — Total OneSearch

$450k annual saving | **32%** iCTR
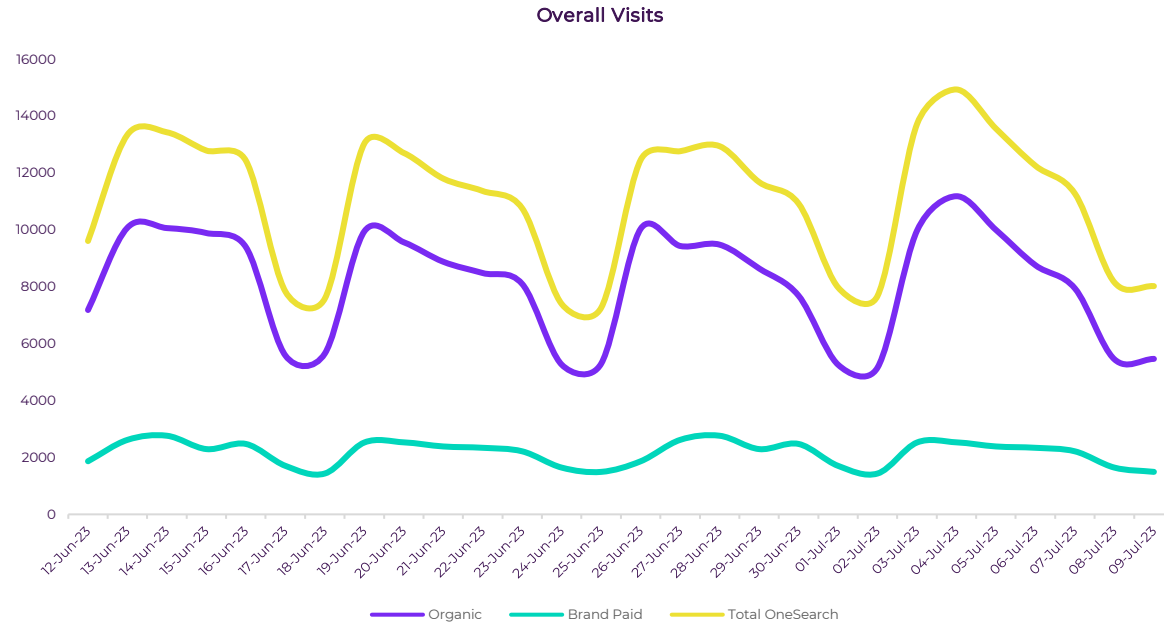
Google — allianz

Images Videos News Maps Shopping Books Flights Finance

About 227,000,000 results (0.37 seconds)

Results for Coogee NSW 2034   Use precise location

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BANK

~$26,000 Monthly Spend Brand Spend*
That could be pivoted to populate top of funnel

DEFENDING AGAINST CHURN WITH EXISTING CUSTOMERS

A targeted churn solution for Allianz

Allianz — Customer Behaviour

carsales / experian — Intent Signals

Bringing together data sources to build a full view of customer behaviour

1.30

1.25

We establish the probability that a customer will churn

Enabling us to prioritise customers to send incentives to

We identify lapsed customers

Enabling us to send personalised messages to re-claim them

BRINGING IT
ALTOGETHER

pHd Make the Leap

How this comes together as a whole

PHASE	OBJECTIVE		AUDIENCE		DATA	MEDIA	ALLOCATION	KPI	
READY BEYOND REALITY Dramatize how ready Allianz is in moments of mass culture.	PRIME	SALIENCE & CONSIDERATION	All drivers (19,031,000)		3rd Party	Mass AV contextually targeted to big entertainment properties across cinema, FTA TV, OLV and streaming platforms. Complemented by Social, PR and radio	TV - $4m OOH - $2.2m Radio - $0.3m OLV – $2.1m Social- $1.4m Cinema $1m	+2% Unaided Awareness 98% Att Reach @17	Out-of-market
READY IN REAL-TIME Highlight Allianz readiness in moments of driver need.	PROMPT		category triggers and contexts	TRIGGERS	3rd Party	Agile dynamic DOOH, audio, display, social enabled by live data triggers	OOH- $1.3m Radio - $1.1m Social - $1m Display - $0.1m	+4% Con 97% Att Reach @9	
READY FOR YOU Surface the right policy to the right intender, at the right time.	PURCHASE	AQUISITION	Car insurance Intenders (6,037,000)	SIGNALS	3rd Party	SEM, Performance display and social	Allianz In-House	Conversions CPA	In-market
	POST PURCHASDE	RETENTION	Existing customers (969,000)		1st Party	SEO, owned channel CRM	Owned, Earned & In House Paid	Policy Renews Reduced Churn	

Our response covers four areas

GROWTH MAPPING

Where is growth going to come from?

AUDIENCE EMPATHY

What barriers do we need to remove?

PLANNING

How much should we invest and where?

ACTIVATION & MEASUREMENT

How will we implement, track and optimise?

MEDIA ACTIVATION APPROACH

We are the biggest investor in media in AU

	AUSTRALIA SHARE
OMG Omnicom MediaGroup	**30%**
Publicis WORLDWIDE	13%
group**m**	25%
IPG MEDIABRANDS	17%
dentsu	12%

pHd Make the Leap

PHD have best in market transparency and governance

ACCC's recent investigation highlights OMG's market leading approach to transparency and integrity to remove hidden costs

Sections	Question Summary	OMG	WPP	Kinesso on behalf of IPG	DAN	Publicis	Havas
Efficiency & competitiveness of the relevant markets	How competitive is the market for ad agency services, Who are the main agencies and can they raise prices or lower quality without losing advertisers in AU or Globally	✓	✓	✓	✓	✗	✓
How are agencies fees calculated	Do agencies provide services that reflect cost or value to clients	✓	✓	✓	✓	✗	✗
	How are agency fees calculated including discounts, rebates or benefits. Does the answer outline treatment of rebates and benefits	✓	✗	✗	✗	✗	✗
Informed decision making: display advertising and the media supply chain	Information need to make informed decisions to buy display advertising inventory. Can you easily compare price and quality of DSP services and can you determine ho much of your total ad spend is retained by ad tech providers	✓	✓	✗	✓	✗	✓
Opacity in the ad tech supply chain	How competitive each part of the ad tech supply chain, does price reflect cost of providing the service	✓	✓	✗	✗	✗	✗
	Who are the main competitors in the supply chain for DSP, SSP, ad networks, ad servers. Who are the main suppliers of display advertising services in AU and can they raise prices or lower quality without losing customers	✓	✗	✗	✗	✗	✗
The role of data	Who are the main competitors supplying data services do they use personnel and non personnel data. Do different tech services use different types od data, how does the data assist ad tech functions	✓	✓	✗	✗	✗	✗
Auction and bidding process	Any features of the current auction or bidding process consider may have potential to preference any particular suppliers of ad tech services	✓	✓	✗	✗	✗	✗
	Do you consider auction and bidding processes run fairly for all participants. How does ad tech differ by display ads on browsers, mobile browsers, in app. Also by transaction type; RTB, PG, or PMP. What Information would assist in deciding	✓	✗	✗	✗	✗	✓
Mergers and Acquisitions	Have any Mergers or Acquisitions provided suppliers with the ability to profitable raises prices or lower quality without losing customers. Has it made it more difficult for competitors to enter the market. How is competition impacted by M&A at start	✓	✗	✗	✗	✗	✗
Supplier behaviour	Extent of vertical integration through ad tech supply chain. Potential benefits or risks of more vertical integration. Are market participants trying to bundle their vertical integrated services or preferring their own ad tech services. Are any participants engaging in behaviour that serves their own interests rather than their customers.	✓	✗	✓	✗	✗	✗
Agency behaviour	**Are you aware of ad agencies engaging in conduct that prioritises their own interests over the best interests of their advertiser clients. Are you aware of any ad agencies not passing on discounts they receive or buying inventory at one price and selling it for another price**	✓	✗	✗	✗	✗	✗
Satisfaction of market participants	**Any restrictive clauses in contracts that affect your ability to use alternative suppliers of ad tech, ad agencies or display advertising. How are contracts negotiated between ad agencies, ad tech and display advertising providers? Do agencies preference publishers who give them free inventory. Are ad tech, agency and display advertising being provided to your satisfaction. Can you independently verify brand safe viewable ads.**	✓	✗	✗	✗	✗	✓
	Can individual advertisers negotiate with ad tech services providers (including Google). What is relationship between global agencies and their AU subsidiaries. What is the relationship between agencies and their own trading desks, do they preference their own trading desk.	✓	✓	✗	✗	✗	✓
	Length of submission in pages (Proxy for detail of answers)	33	11	14	8	0	11
	% of Sections answered. Number of questions answered maybe lower	100%	50%	21%	21%	0%	36%

The Q&A matrix has been complied by OMG reviewing all the holding group submissions to the ACCC which are publicly available here: https://www.accc.gov.au/focus-areas/inquiries-finalised/digital-advertising-services-inquiry/submissions-to-issues-paper.

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Over 85% of PHD clients are subject to monthly third-party media performance and compliance audits

ebiquity

accenture

MediaPath

EnthDegree

pwc

Deloitte.

01 ACCOUNTABILITY TEAM

PHD has a dedicated Accountability and Compliance team assigned to the area of media auditing to ensure a high level of service to Allianz and its chosen auditor. We work with local and global third party auditors on a regular and ongoing basis

02 OPERATIONS FOCUS

The volume of auditing we undertake has meant our process and operational excellence is efficient and effective. We continually invest in market leading tools, technology and dashboards to ensure our focus remains on campaign delivery and value extraction

03 SKIN IN THE GAME

KPIs and remuneration built into our contractual terms to safeguard Allianz and provide confidence in our ability to deliver on all of our pricing commitments

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Innovative buying models – converged

Access to OMG BVOD rates

What does this mean for you

Partnerships – Beta testing access

Strategic network negotiations delivering real value

Inflation mitigation for 3 years

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MEASUREMENT &TEST/LEARN

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Ready to drive connected impact through full-funnel campaign measurement in partnership with Allianz

Campaign funnel	Objectives	Comms	Media audience	Channel(s)	Format(s)	Marketing KPIs	Media KPIs
PRIME	Unaided Brand Awareness	Ready Beyond Reality: Dramatise how Allianz has you covered for even the most outlandish situations on the road	Car Owners NSW, QLD, VIC, SA 17.1m	› MassAV(TV, OLV, Cin) › OOH › Audio › Social	› 15" – 30" AV › Immersive Mobile High Impact Ads	+2% Unaided Brand Awareness	› Cross Channel R&F › CPRP
PROMPT	Consideration	Ready in Real Time Leverage real-time data triggers to surface how Allianz is ready	Car Insurance Intent Signals 5.4m Monthly Ave	› Dynamic DOOH › Audio › Display/Social	› Contextual OOH placements › 10" – 20" AV › Rich Media Display	+4.65% Consideration	› Clicks › CPC
PURCHASE	New Policies	Ready for You Make it easy for car insurance intenders (New & existing) to find the right policy or renewal by using intent signals to match consumer and policy benefits	CATEGORY POTENTIAL (e.g. policy buyers – incl. renewers)	› Search › Social › (Re-)targeted display	› Selected Keywords › Visual In-Feed › Premium PMP	› New Policies	› Conversions › CPA
POST PURCHASE	Loyalty Cross-Selling		EXISTING CUSTOMERS	› CRM › Social › Digital display › DCO	› Newsletter › Visual In-Feed › Premium PMP	› + Customer Lifetime Value	› CR/Actions Engagement

Ensuring we have a <u>clear and robust</u> way of linking media outputs back to brand and business outcomes beyond campaign metrics

	MEDIA OUTPUTS	BRAND OUTTAKES	BUSINESS OUTCOMES
CORE KPI	Prime: 97% 1+ attentive reach @17 Prompt: 95% 1+ attentive reach @ 9	+2% lift in UA +4% lift in likeability +4% lift in Consideration	+20% Lift in policy sales volume profitability +20% lift in Revenue
SUPPORTING METRICS	Cost per reach point (CPRP) Cost per incremental lifted user (CPIL) Media metrics: Views, VTR, Clicks, CTR	Incremental uplift in mid funnel KPIS (Traffic/Calls & Quote Completes YOY)	Engagement (Traffic & Calls) +40% Leads (Quote Completes +30% Market Share
HOW WE WILL TRACK RESULTS	PHD Media Impact: Reach & Frequency PHD Standard Delivery Reporting	PHD Media Impact: Brand Lift Allianz Brand Health Tracking (Owned) Allianz MMM	Allianz 1st party data

Allianz Campaign Learning Agenda

Striving to continually learn how to improve effectiveness for Allianz car insurance and the wider portfolio

We work with you to determine the priorities for the learning agenda

Learning	Hypothesis	Marketing Priority	Impact*	Effort**		Recommendation
Campaign Impact	The collective media plan and strategy (offline and online) is crucial for meeting the growth targets for Unaided awareness (+2pp) & Consideration (+4pp)		3	2	🟢	#1 Recommended to measure to determine if core brand objectives are being lifted by this campaign
Incrementality of lift by channels	Combined offline and online video planning & flight approach will lead to a higher consideration lift		3	1	🟢	#2 Recommended to understand offline/online synergy in lifting brand metrics
Cross-Campaign	Does flighting Allianz Masterbrand / health insurance comms in tandem with car insurance provide incremental effectiveness in lifting brand metrics?		2	2	🟣	#3 Recommended to measure impact of brands in portfolio
Brand lift impact on mid funnel KPI	To what degree does consideration lift drive incrementality of mid funnel metrics (Traffic/Calls) & Quotes – in partnership with Allianz ROMI team		2	2	🟣	#4 Recommended to measure brand & performance halo
Competitor Impact	Competitor activity in market at the same time impacts Allianz performance . *(Does it help by driving the category or detract from achieving Allianz ready for anything campaign objectives)*		2	2	🟣	#5 Recommended to measure impact of competitor (AV) activity on campaign performance

*Impact Legend
1= impacts the marketing industry
2= Impacts the total Uber portfolio
3= Impacts individual brands or a specific vertical (e.g. Eats, Drive)

**Effort Legend
1= Can be executed easily without large cost implications. Does not require heavy resource to execute
2= Fairly complicated and/or requires a decent amount of resourcing
3= Overly expensive, complicated or requires longitudinal/multi-campaign or time period analysis and heavy resource to execute

🟢 P1 recommendation (Priority 1)

🟣 P2 recommendation (Priority 2)

🟠 Not recommended (effort, impact and feasibility not aligned)

Lightening the load for the ROMI team by automating data collection for competitor spend and offline media spend
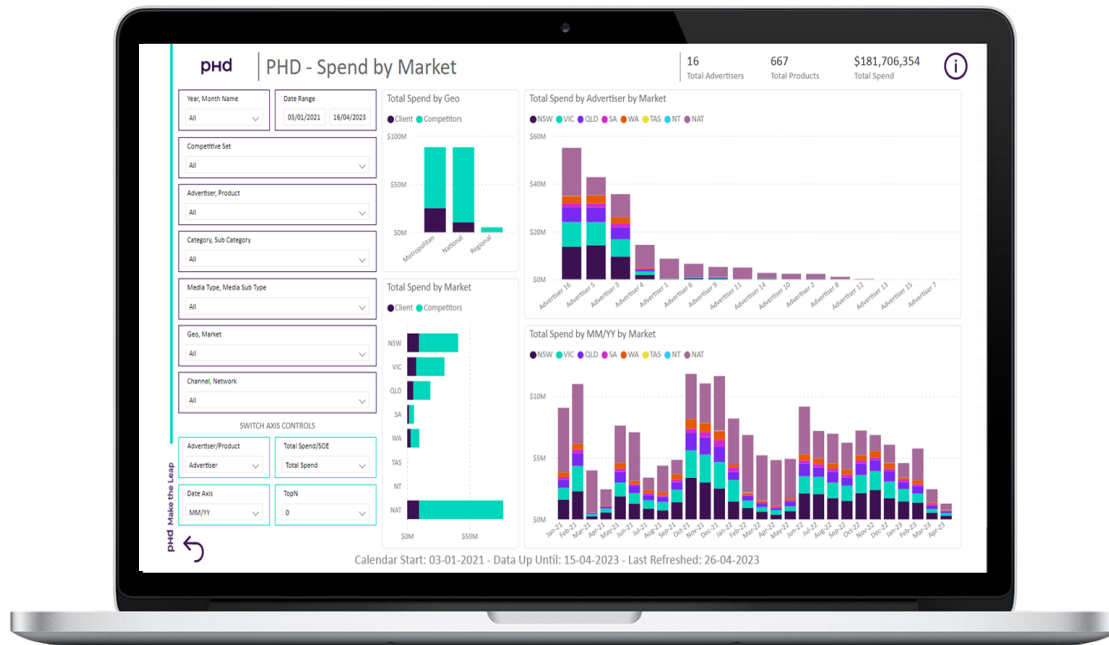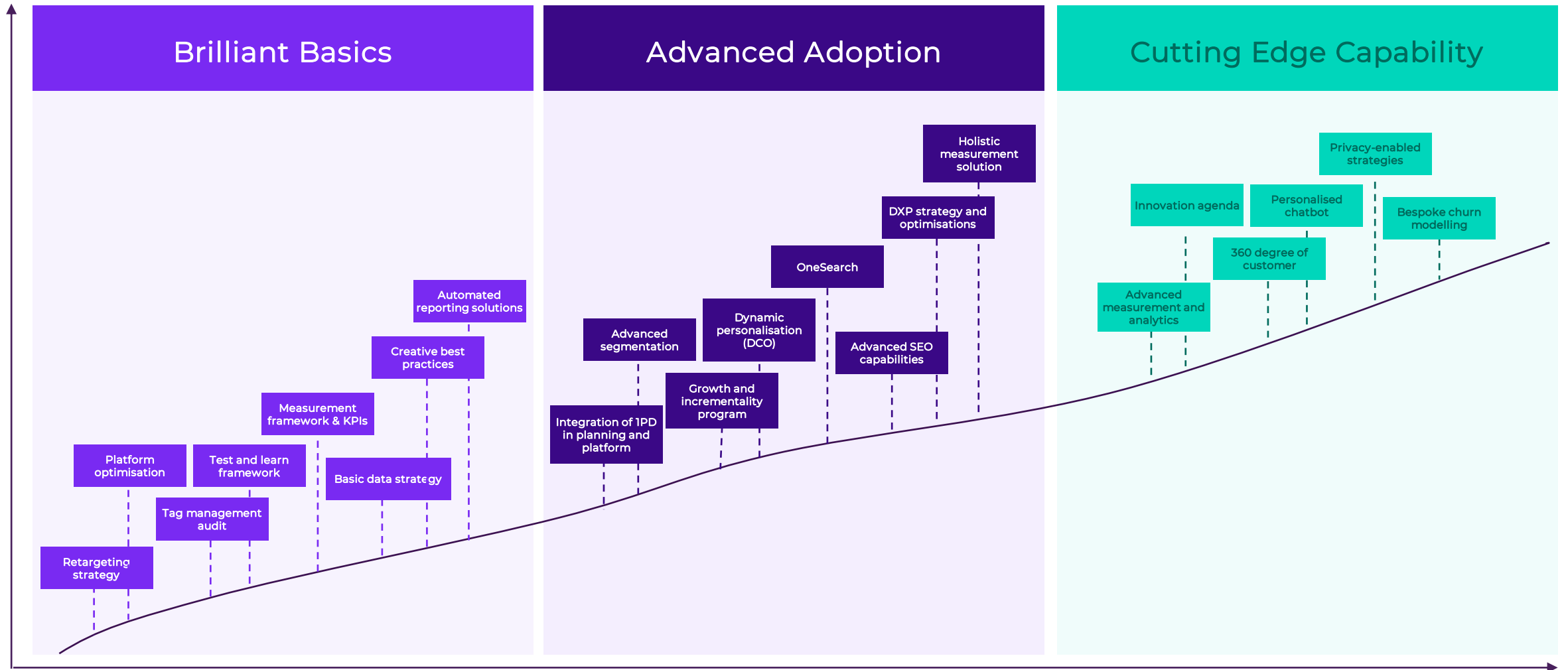

Automate competitive category activity data with bespoke dashboards

Adgile API feed of TV specific media data for Allianz & wider category

Strategically leading you through transformation

Brilliant Basics

Advanced Adoption

Cutting Edge Capability

Make the Leap

- Retargeting strategy
- Platform optimisation
- Tag management audit
- Test and learn framework
- Basic data strategy
- Measurement framework & KPIs
- Creative best practices
- Automated reporting solutions

- Integration of 1PD in planning and platform
- Advanced segmentation
- Growth and incrementality program
- Dynamic personalisation (DCO)
- OneSearch
- Advanced SEO capabilities
- DXP strategy and optimisations
- Holistic measurement solution

- Advanced measurement and analytics
- Innovation agenda
- 360 degree of customer
- Personalised chatbot
- Privacy-enabled strategies
- Bespoke churn modelling

Digital transformation is a huge opportunity for clients, how do we go about this and what is a client example?

Tell us how we nail hybrid working models for clients - particularly where clients have in house performance teams

Allianz spend big in video, what is PHD's approach to video planning and buying?

How do we maximise our client's sponsorships and partnerships?

How do we optimise across the funnel and how do we approach test and learn?

What is our approach to trading, and how do we fare in media pricing? how do we mitigate inflation for clients?

Introducing Allianz Connected Core: A Model with Local Excellence at its Heart, Empowered by Global Connected Capabilities.

Three Big Takeouts From Today

Connected People

Six week transition fully staffed

Global connectivity with security safeguards

Connected Thinking

Full funnel thinking, execution and measurement

Seamless integration with in-house team

Connected Platform

Global capability harnessed for local excellence

Planning in partnership, powered by best-in-class tools, data and collaboration