

Allianz  | 

# Allianz UK Local Chemistry Meeting

SEPTEMBER 2023

# In the room today



**Grant Burke**  
MD, OMD UK



**Charlie Ebdy**  
Chief Strategy Officer



**Rhian Feather**  
Head of Media Planning



**Sarah Kendall**  
Managing Director, Fuse



**Jonny Barker**  
Managing Partner



**Becky Mann**  
Media Planning  
Business Director



**Jai Sehgal**  
Biddable Associate Director



**Andrew O'Flynn**  
Exec Business Director



**Alex Hyndman**  
Head of Paid Search



**Hannah Stockton**  
Head of Strategy &  
OMG Sustainability Lead




**Ammaarah Sheikh**  
Media Planning Executive



# We Are OMD UK Partners In Transformation

**Tailored**




£600m billings, 40 clients

**Trusted**

**8.8**  
**Critical Contact Score**


Industry-leading customer NPS

**Effective**



Network of the Year

**Acclaimed**



Media Agency of the Year

Backed up by the world's strongest media network

Total billings

**#1** COMvergence

Capabilities

**#1** RECMA

Creativity

**#1** CANNES LIONS

Effectiveness

**#1** effie

# Our transformation successes



Since 1986

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Transforming into a digital-first brand experience

**5bn minutes streamed monthly**



Since 2003

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Transforming their business for the new frontier to keep them front of mind

**54 quarters of consecutive growth**



Since 2011

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Transforming their cultural impact with a new generation

**10 consecutive years of double digit growth**



Since 2018

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Transforming media investment to create competitive edge

**The UK's #1 fastest growing supermarket**



Since 2021

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Transforming brand-building in a fragmented media landscape

**21% increase in media ROI YoY**



# Our people-centric culture

## Fostering our people-centric culture

An agency that futureproofs its leaders



An agency where young talent develops quicker



An agency of diverse talent where everyone belongs



An agency enabling people to activate their passions



## Delivering tangible symbols of success

505 years OMD experience at board

Churn below 10% for managers

Most diverse agency in UK media

Record colleague engagement

# Connected Impact (Local Excellence, Global Capability)



# Connected Impact is driven through

Connected

## Thinking

Efficiency and effectiveness across the consumer journey:  
26% more likely to top customer satisfaction

Connected

## Platform

Applying Intelligence:  
Infrastructure efficiencies of 15% in first year

Connected

## People

Learn faster together:  
De-siloed Teams are 28% more likely to achieve the highest levels of revenue growth



# Connected Impact is driven through

Connected

**Thinking**

**Full Funnel  
Integrated Planning**

Connected

**Platform**

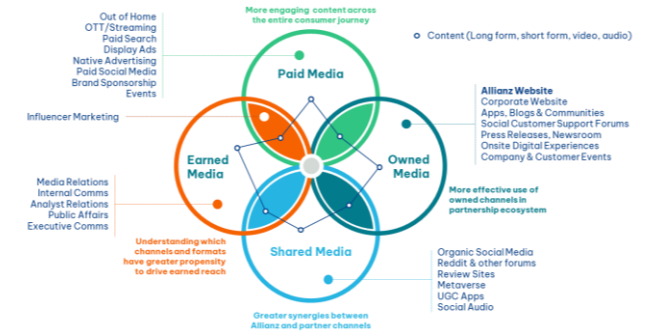
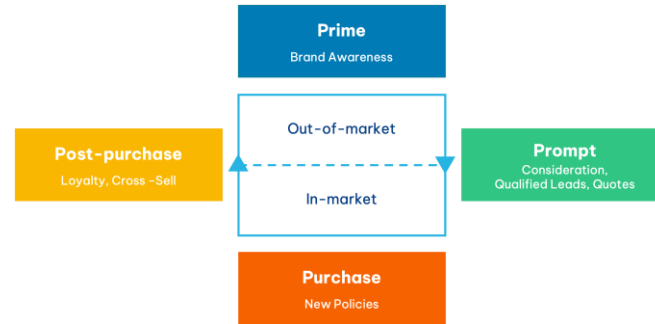
**Integrated &  
Open Tech**

Connected

**People**

**Curated & Designed  
For You**

# Connected Thinking



**Global Consistency**

A Truly Global Planning Process Shared By All Markets

A Global Framework for Navigating the Full Funnel

A Single Global Language To Unite All Touchpoints – PESO

**Local Excellence**

Getting under the skin of the consumers in the UK

Addressing relative local strength – and weakness – across our funnel

Organising and enhancing the touch-point most powerful for your goals



# How we answered your briefs > **Connected Thinking**



## **Growth Mapping**

Where is growth going to come from?



## **Audience Empathy**

Who are we talking to and what will drive action?



## **Design**



## **Planning**

How much should we invest and where?



## **Activation & Measurement**

How will we implement, track and optimise?



# Omni is a Connected Platform supercharged by Allianz

Integrate Allianz  
proprietary data  
to augment capability

**ROMI**  
Customer data  
Panel data



# Omni's global scale is further enhanced by exclusive UK data sets



## Unique access to 4M HHs

Onboarding 1PD to Omni  
to enhance and create  
audiences for activation



## Neutral global clean room partner

Create and target  
directly and build into  
Omni tools, e.g., Gemini  
or Privacy First



## Privacy first geo audiences

Privacy first non-ID  
audience profiling by  
postcodes & passion  
points for profiling  
and targeting

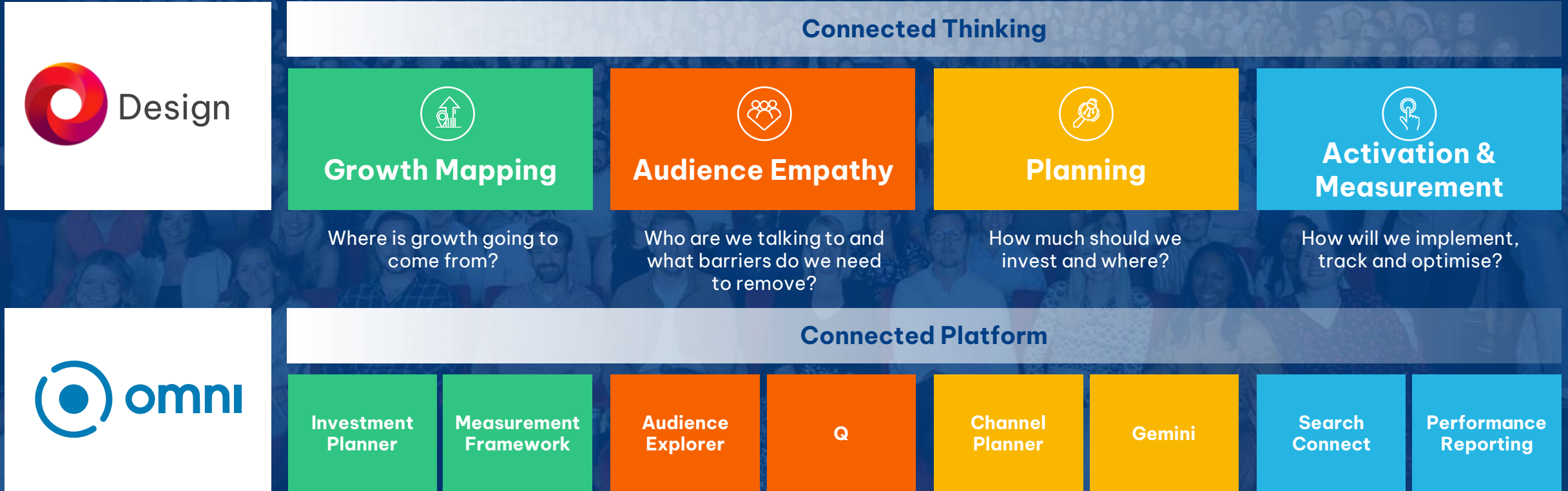


dunnhumby

## Privacy first audience access

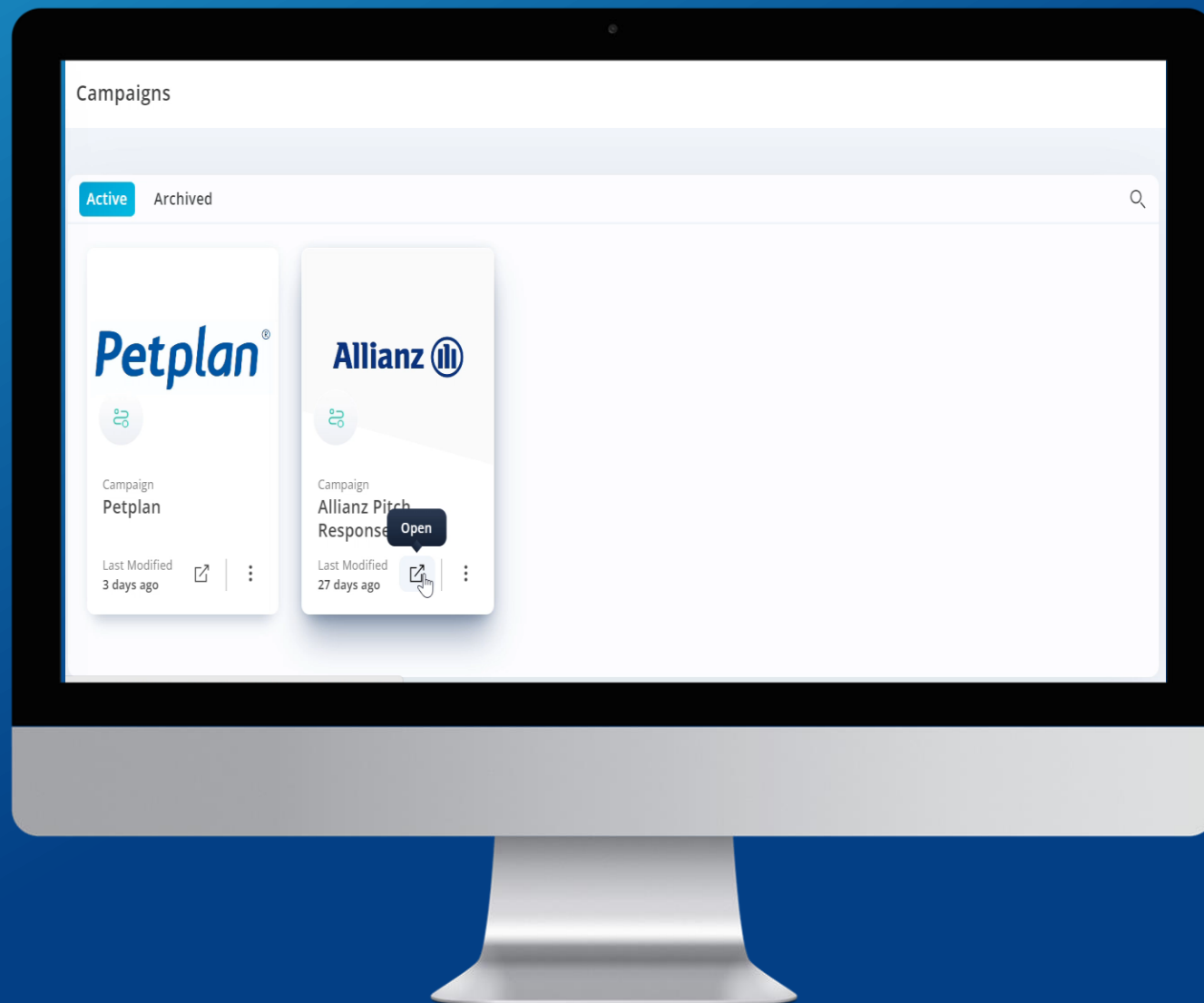
Exclusive data  
partnership allowing data  
match through Omni &  
Sky data lakes, alongside  
access to brand profiling  
and measurement

# How we answered your briefs > Connected Platform





# Connecting people and clients through Omni's workflow tools



Strategic

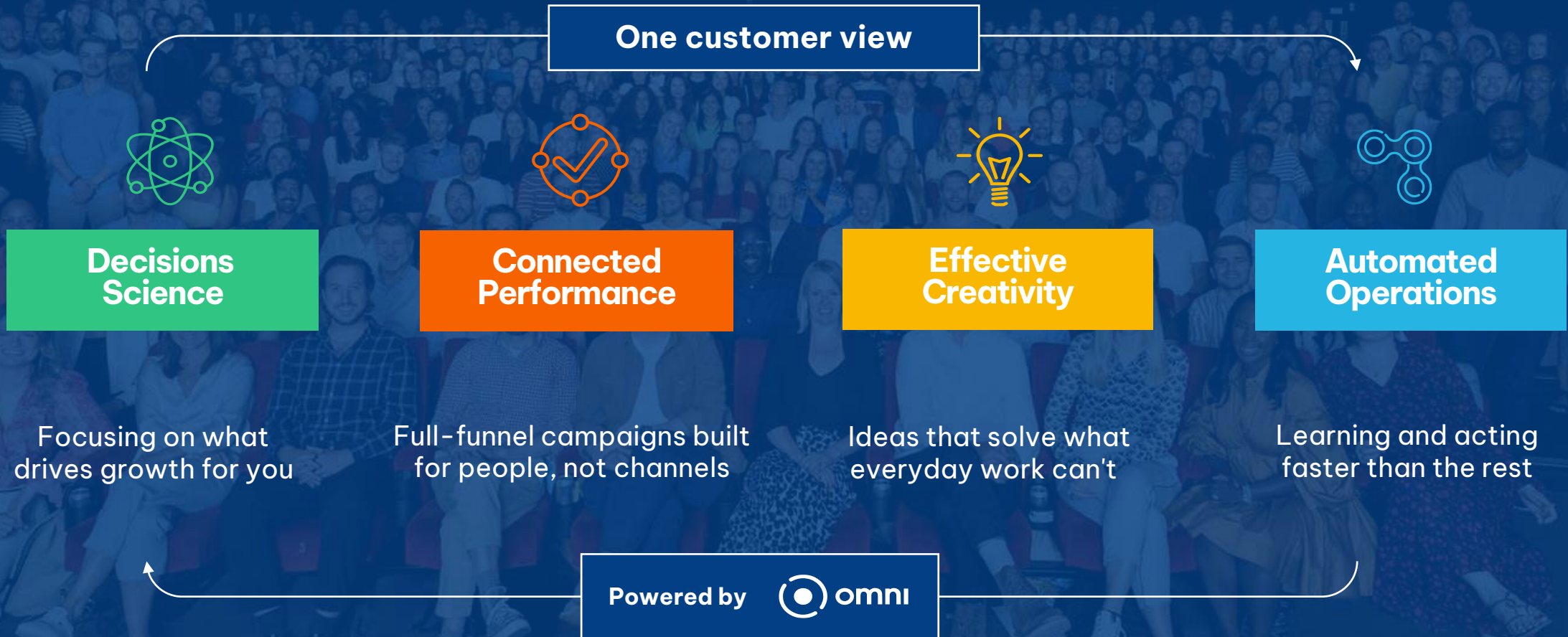
# Connected People – the connected core

Local structure designed to deliver on local needs

Global focus on core consistencies, operational efficiencies, investment & reporting



# Connected People – UK team built on core principle of integration at every touchpoint





# Connected Core 4s plugged into your business, driving the agenda and delivering in the day-to-day

Allianz 

Petplan<sup>®</sup>



**Client Lead**  
Jonny Barker



**Strategy Lead**  
Charlie Ebdy



**Client Lead**  
Andrew O'Flynn



**Strategy Lead**  
Hannah Stockton



**Cross Media Planning**  
Becky Mann



**Performance Integration**  
Jai Sehgal



**Cross Media Planning**  
Ammaarah Sheikh



**Performance Integration**  
Alex Hyndman

Integrated expertise adapted to your needs

# Our approach to transition

## ~~Transition~~ → Transformation



H1 22



H2 22



H1 23



H1 23

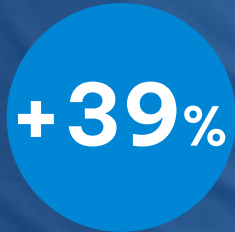


# ... gets immediate results

## Retail Client



Sales

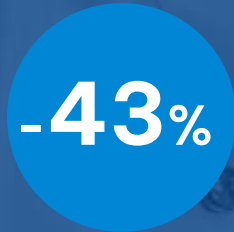


CPA for retail acquisition

## Credit Card Client



PPC CPA



Social CPA on new customer acquisition

## Sports Ents Client



New app registrations

## Technology Client



ROAS for new client acquisition

# Delivering Connected Impact for our clients



We've driven an 18% performance efficiency through our connected performance model



We have delivered a 23% increase in media ROI by revolutionising their media model at every stage of the funnel



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# Launching Allianz into the UK Personal Lines Market



# Your Core 4 (& friends)

## Core Four



**Client Lead**  
Jonny Barker



**Strategy Lead**  
Charlie Ebdy



**Cross Media Planning**  
Becky Mann



**Performance Integration**  
Jai Sehgal

## Executive Sponsors



**Managing Director, Fuse**  
Sarah Kendall



**Head of Media Planning**  
Rhian Feather

# How we want to use our time together

## Our intention is to:

Showcase our expertise in tackling your challenges through the funnel



Connected Thinking

Give you a sense of how we work and the processes we'd deploy via Omni



Connected Platform

How the Core 4 would interact and work with yourselves to co-create the answer



Connected People

Demonstrate the impact this approach will have on the Allianz business



Connected Impact



# A device to help us explore our answer

Well - it wouldn't be a workshop without post-it notes!



## **Builds:**

Please use your green post it notes for these and place onto the relevant section of your place setting



## **Challenges:**

Please use your yellow post it notes for these and place onto the relevant section of your place setting



## **Questions / Additional Thoughts:**

Please use your blue post it notes for these and place onto the relevant section of your place setting

**To demonstrate the responsive, agile way we like to work, we will write up all of the notes and respond to all questions within 48 hours of the meeting**

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# Our response to launching Allianz into the UK market

Allianz 





# Unpacking our approach through the stages of Design



# Growth Mapping is about identifying our core challenge



## Growth Mapping

Where is growth going to come from?



## Audience Empathy

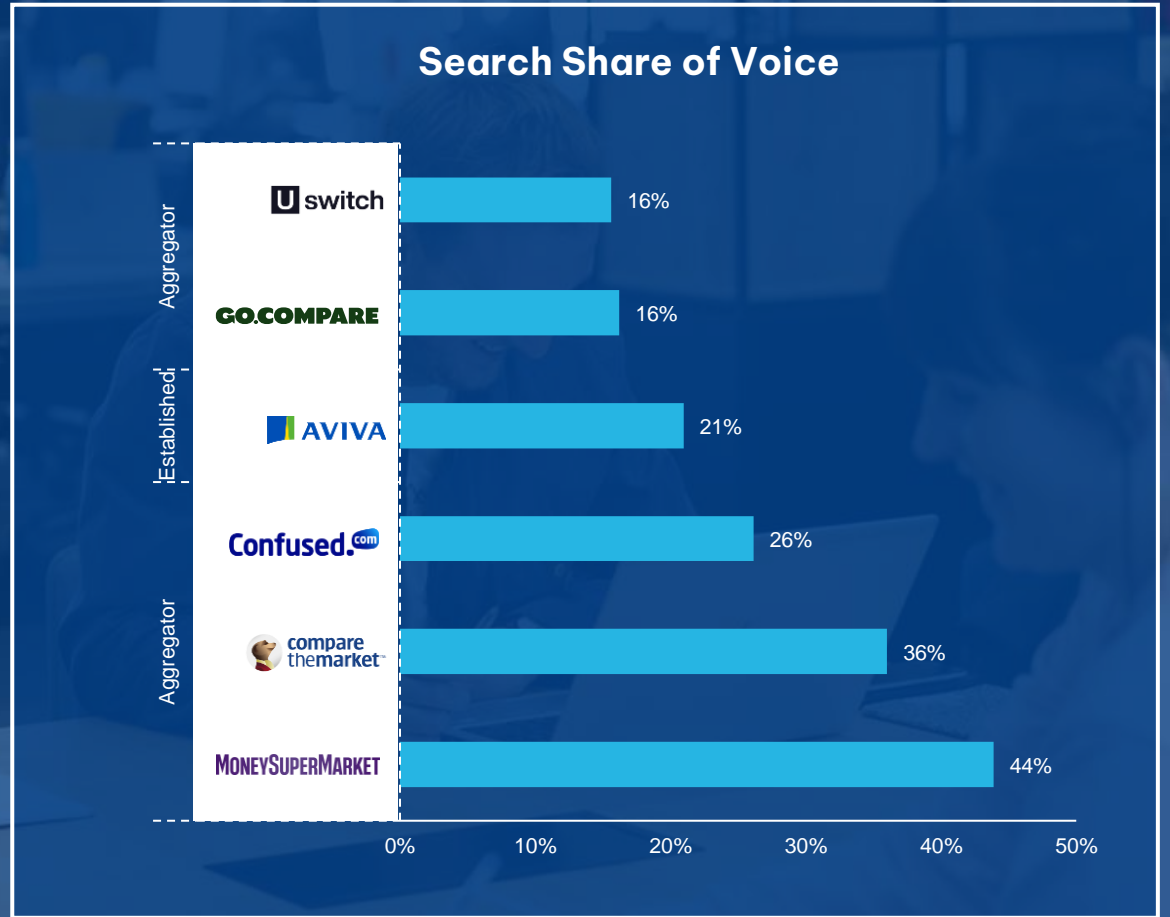
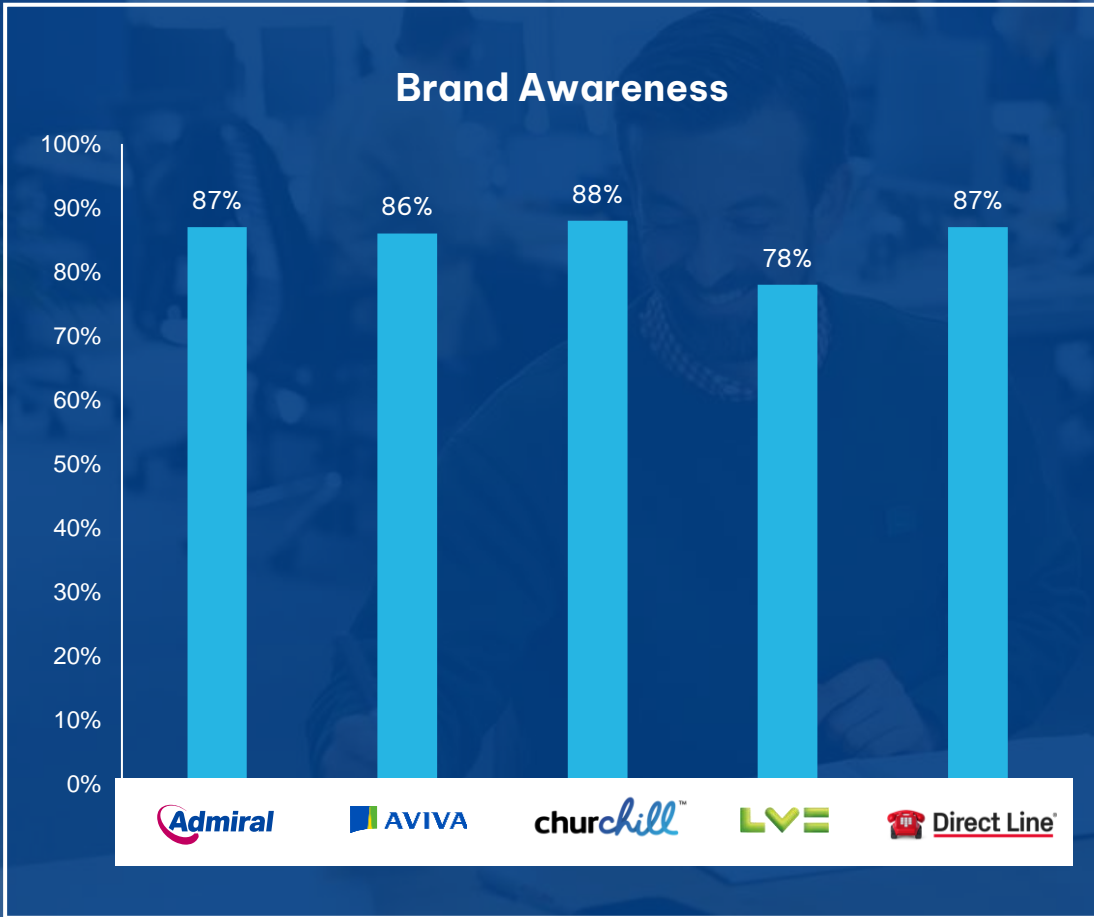


## Planning



## Activation & Measurement

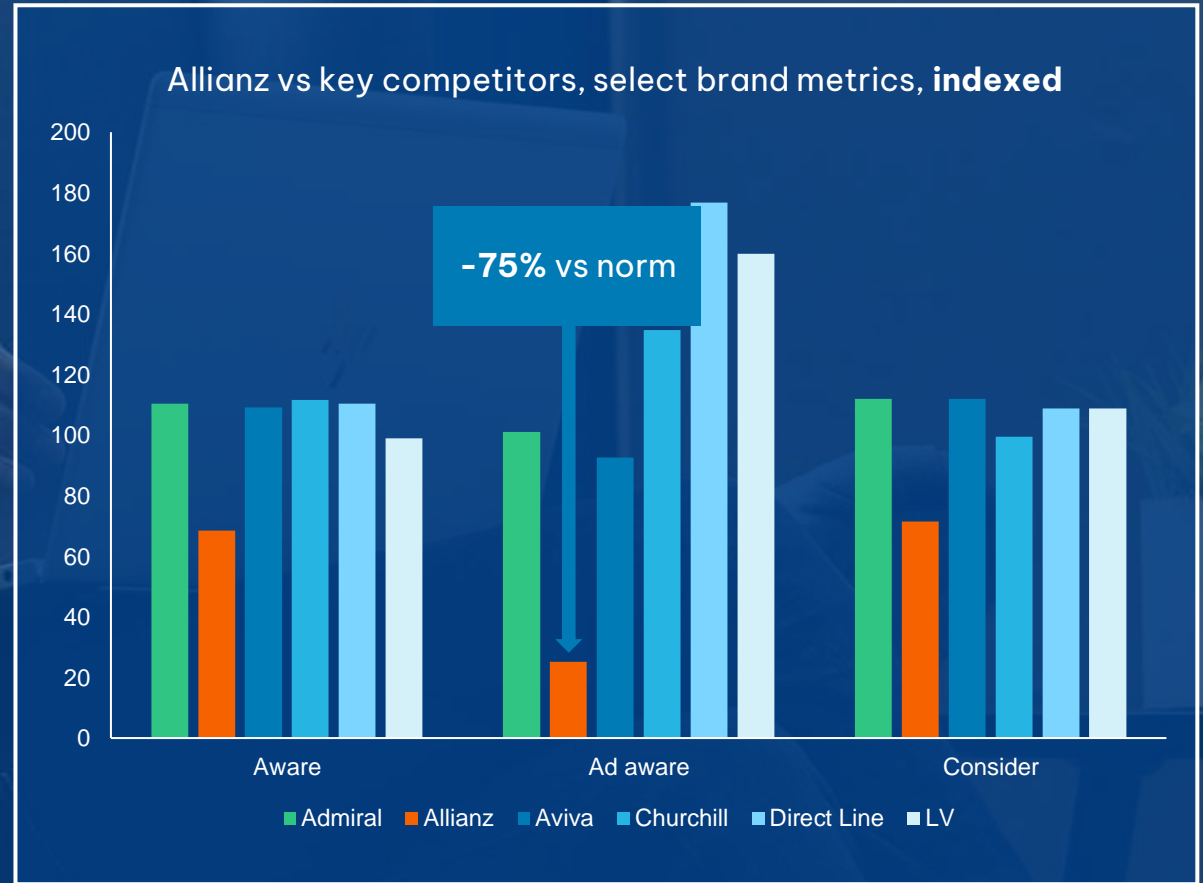
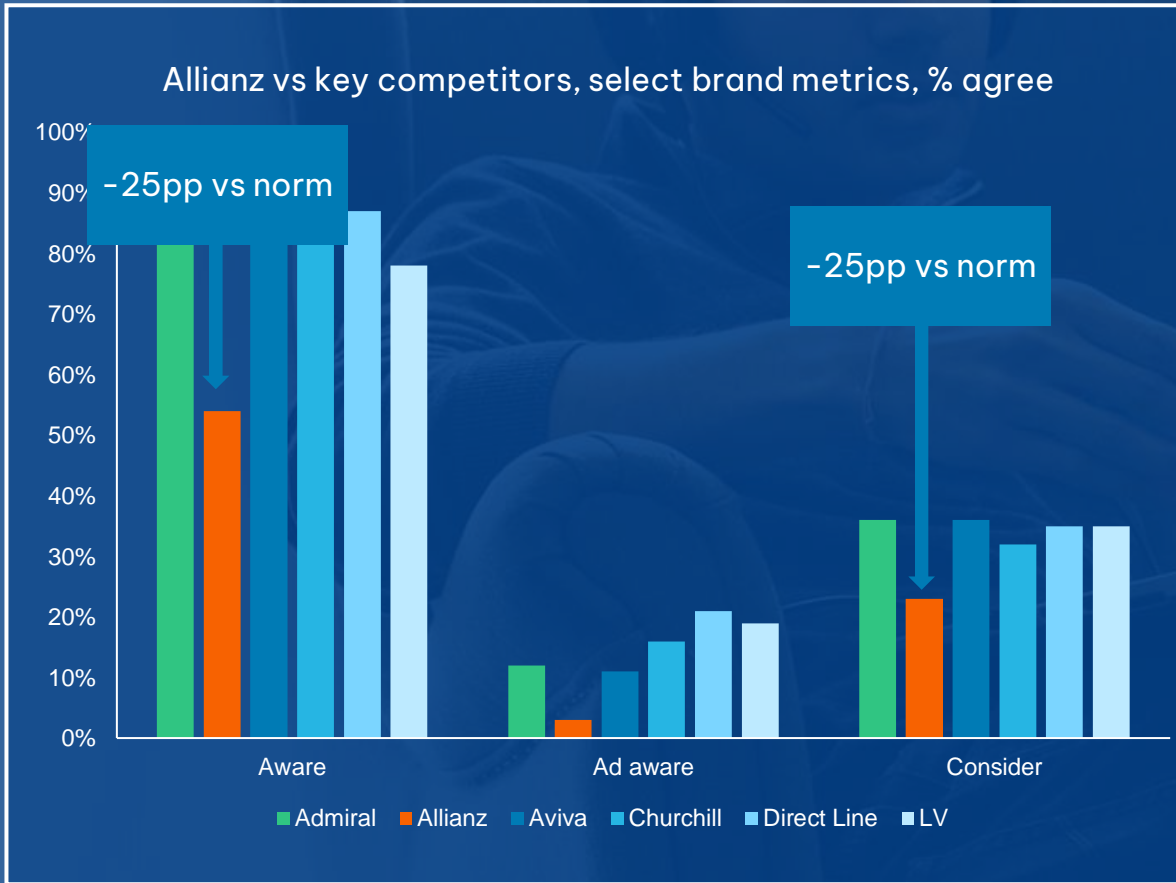
# We launch into a mature market full of well-funded competitors





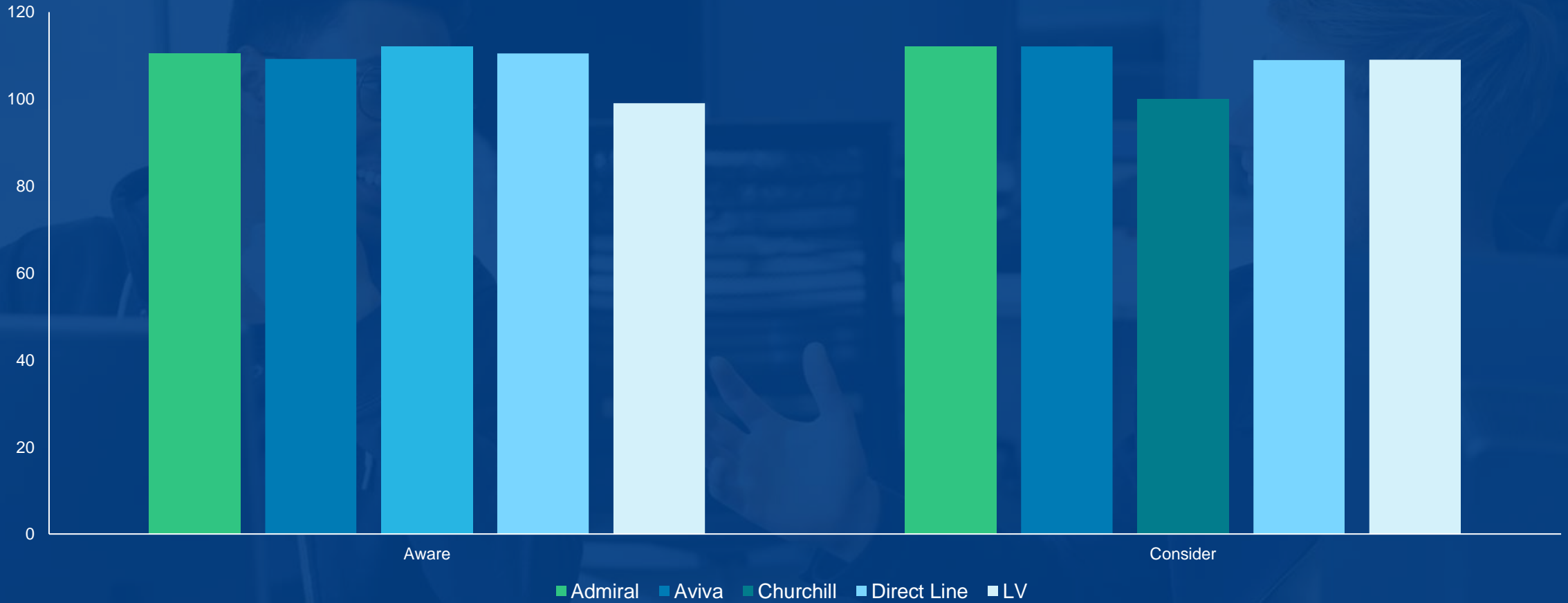
**It's critical we prioritise the right objectives**

# We will have an obvious weakness on day one



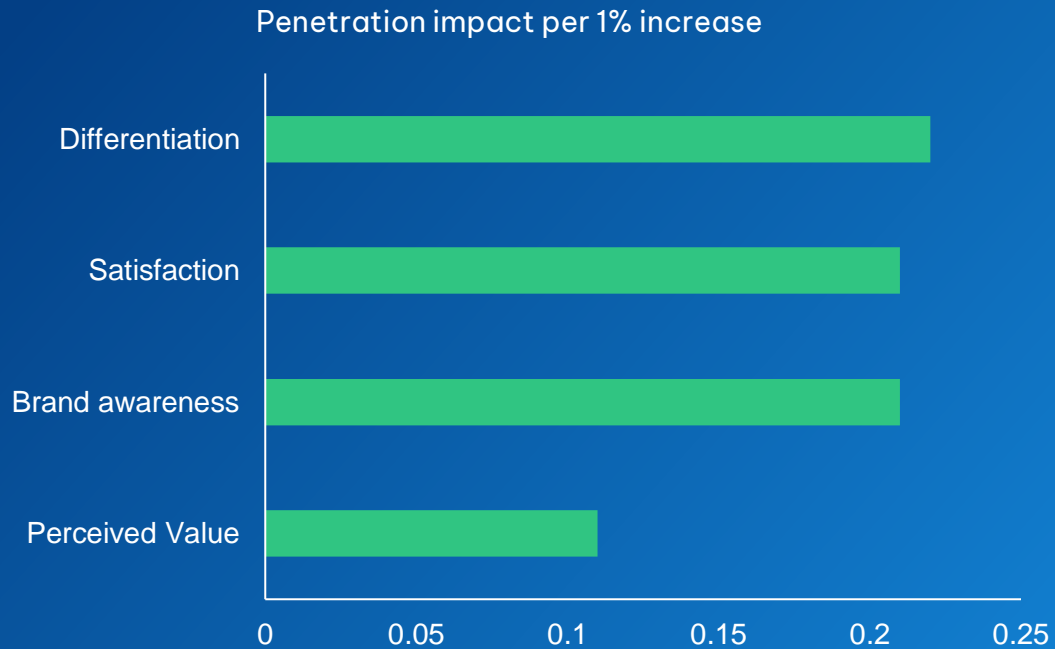
# We have an opportunity: be *first* choice, not a choice

Big five insurers, awareness and consideration, indexed





# We know that difference will make us the first choice



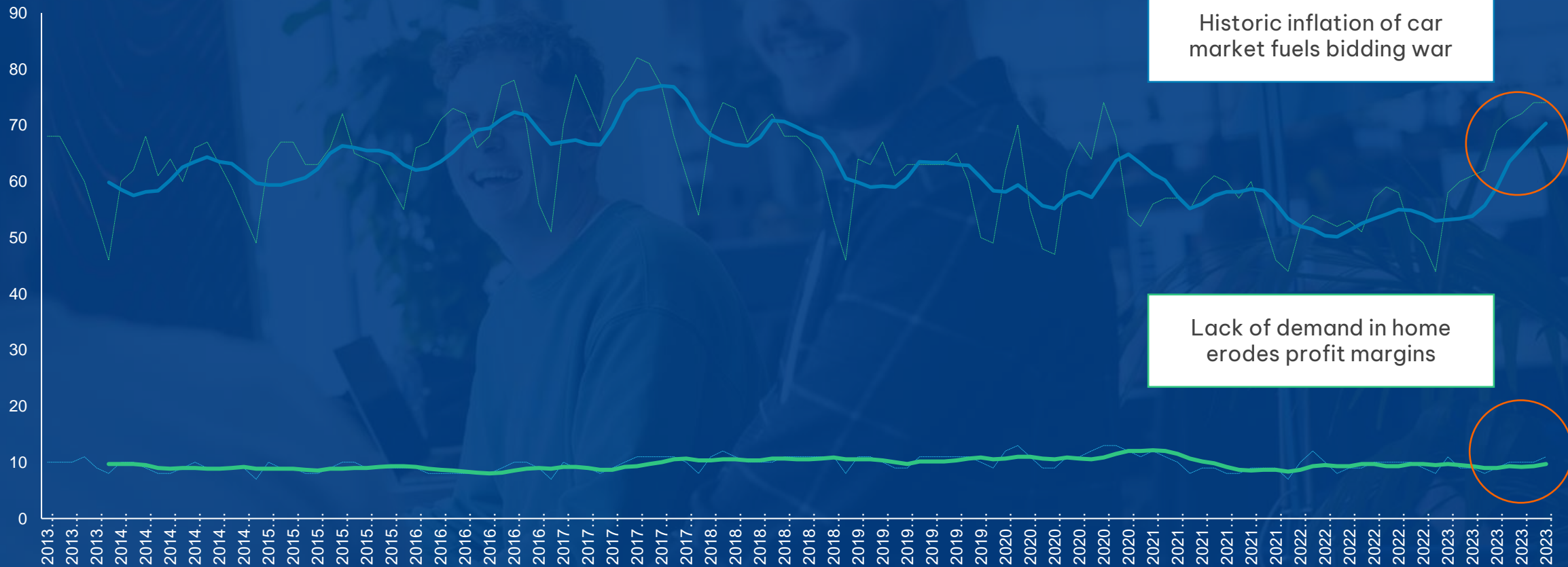
**Difference** is the #1 driver of penetration gains for new brands

**“In utilitarian categories, highly differentiated brands can expect 7x higher ad response”**

We know that difference is the primary driver of first choice consideration for similar brands

# We need to identify long-term value whilst demand fluctuates

Relative search demand, car insurance and home insurance, UK, last 10 years, indexed



# Our objectives

# 01

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**Quickly boost salience versus key competitors**

# 02

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**Differentiate to drive *first choice* consideration**

# 03

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**Balance short- and long-term value in performance**



# Understanding who to target and how – to build our approach



Growth Mapping



**Audience Empathy**

Who are we talking to and what will drive action?



Planning



Activation & Measurement

**This is a category where broad strength will be rewarded**

# When launching, best practice often suggests to start small



Arthouse cinema



Universities



Sportscars



Books



Running



Business Hubs



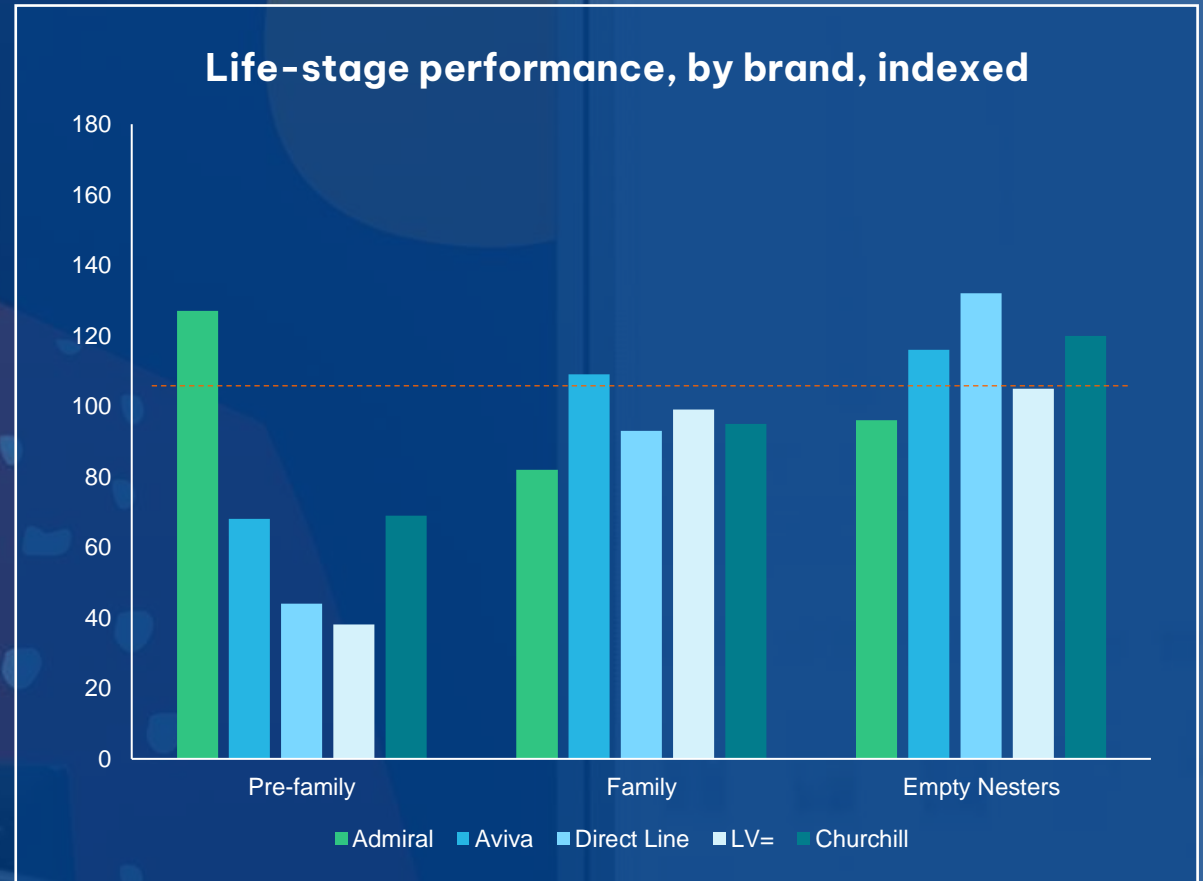
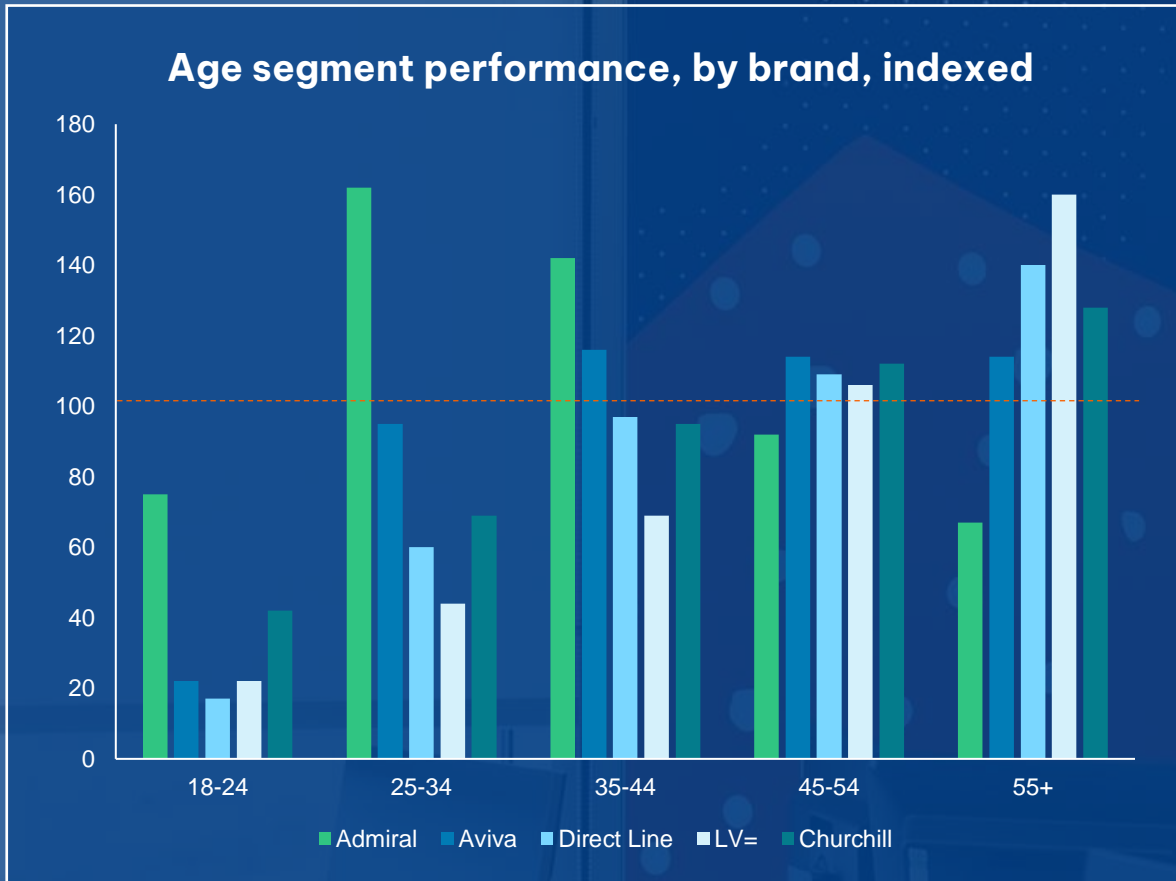
Luggage



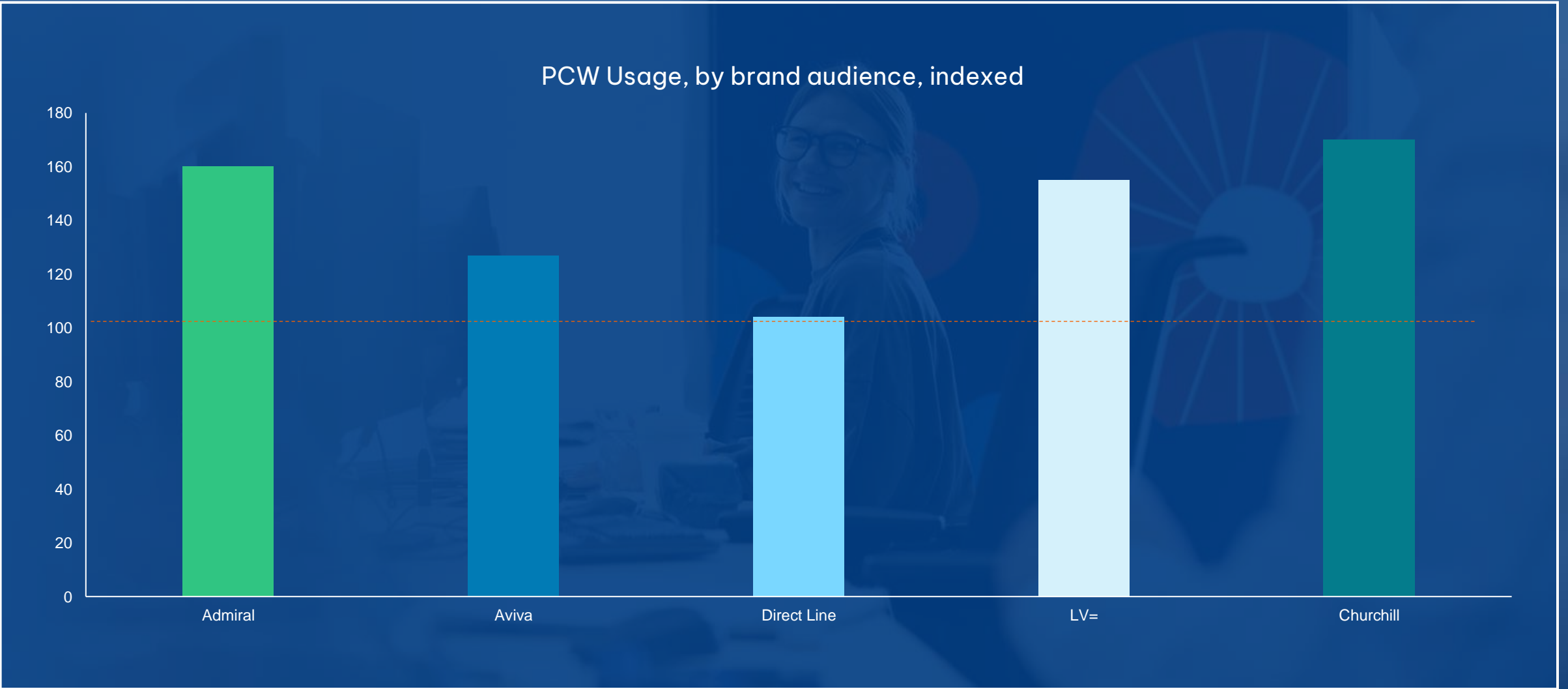
Geography



# There are no niches we can easily occupy

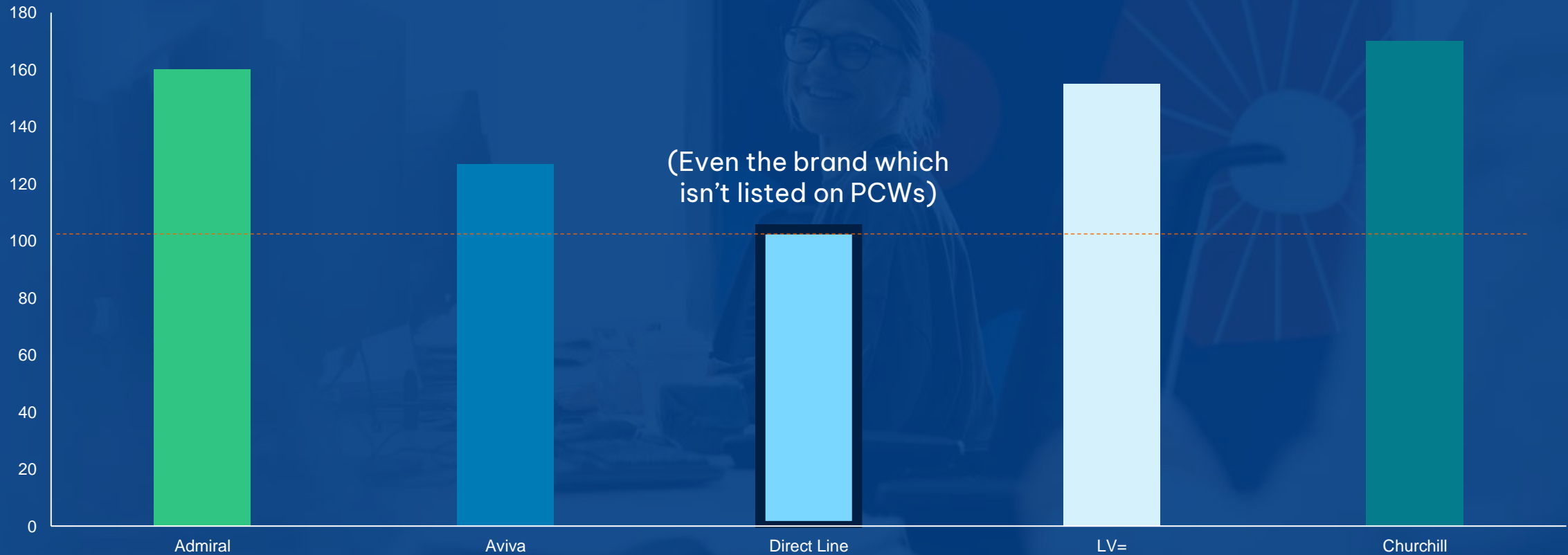


# Brand and PCW audiences are the same people



# Brand and PCW audiences are the same people

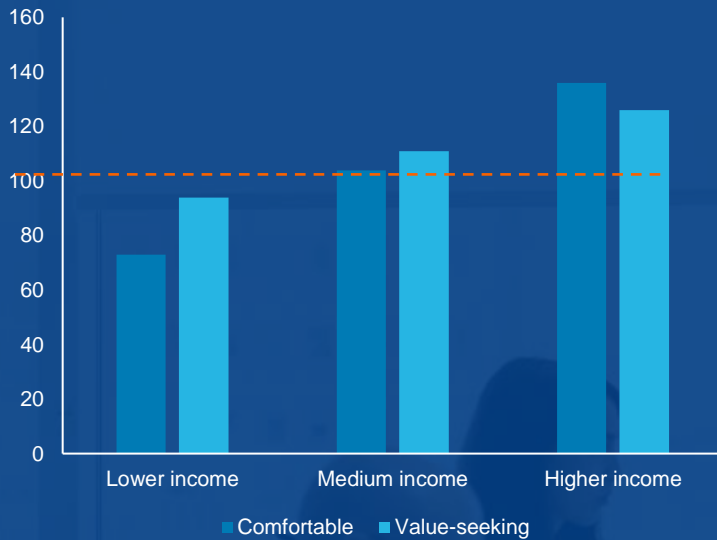
PCW Usage, by brand audience, indexed



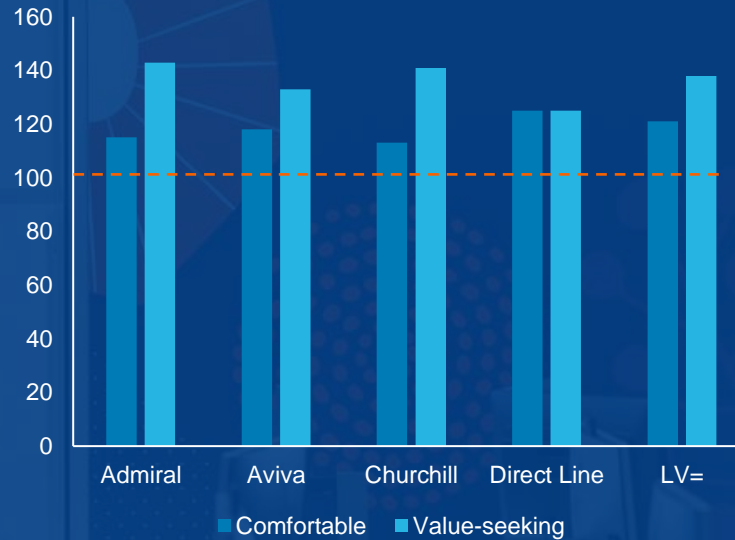


# Segment on price and miss your highest-value customers

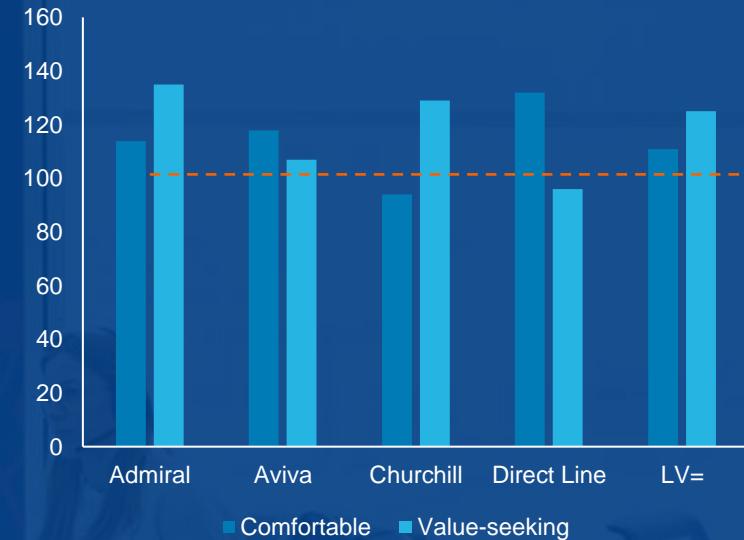
Income levels by audience, indexed



Brand consideration by audience, indexed



Purchase intent by audience, indexed



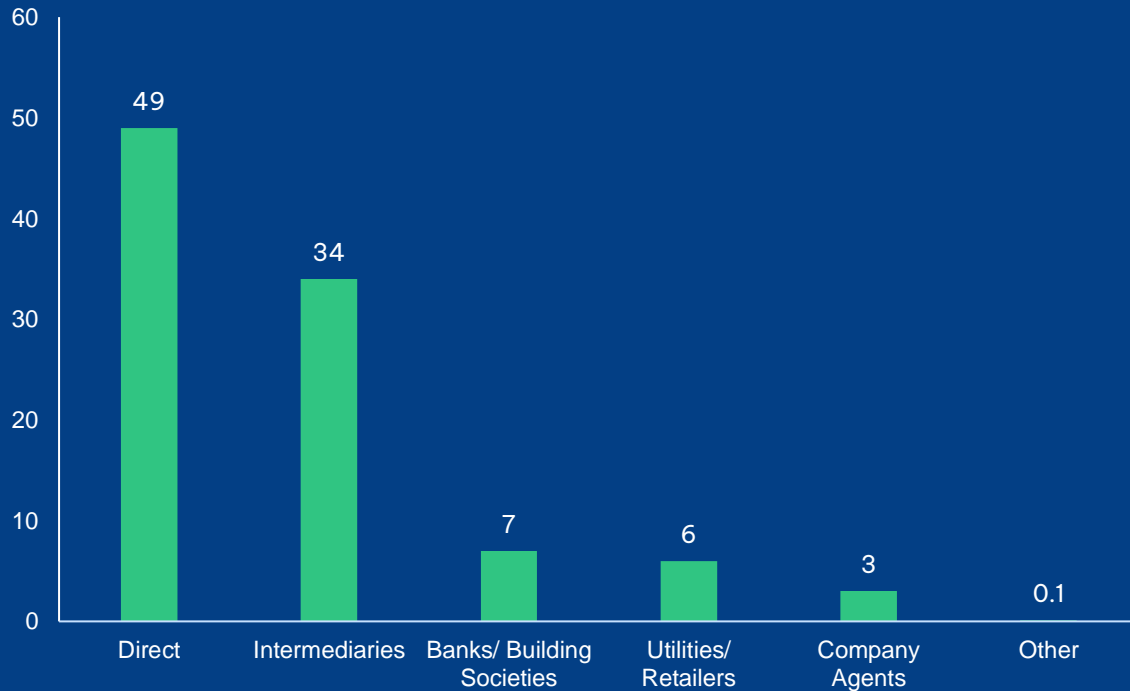
**“Value seekers”  
might be more profitable**

**“Value seekers”  
want branded insurers**

**“Value seekers”  
seek branded insurance**

# Insurance has multiple sellers but only one audience

Channels to market, personal insurance, share of premiums



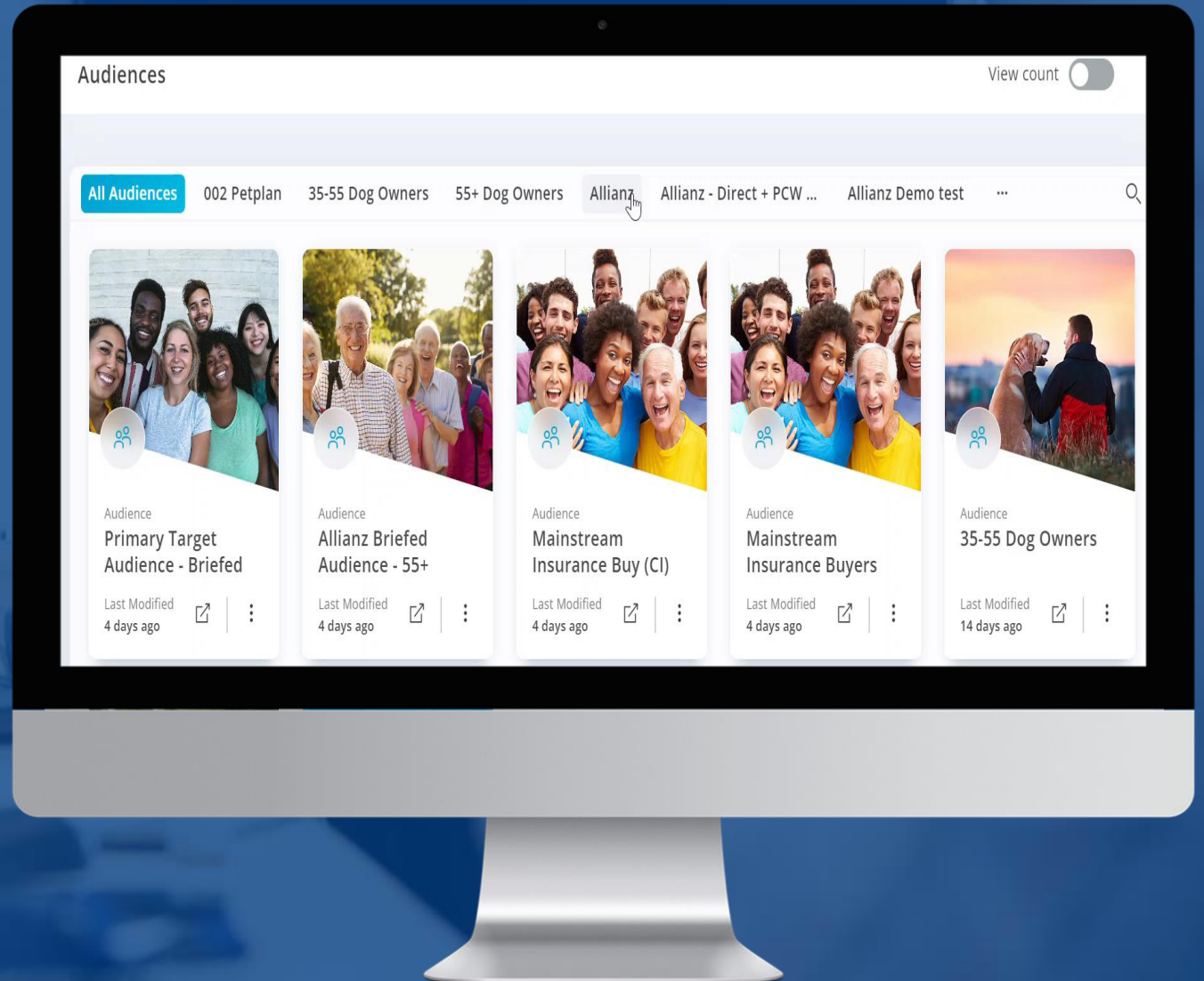
90%

Of all adults own or are covered by insurance

86%

“Having good quality insurance is an essential part of good financial planning”

# Omni Audience Explorer can help us understand the “Mainstream Insurance” opportunity





# Four questions about the nation's relationship with insurance

01

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How do we differentiate?

02

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How salient do we need to be?

03

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How can we identify value in performance?

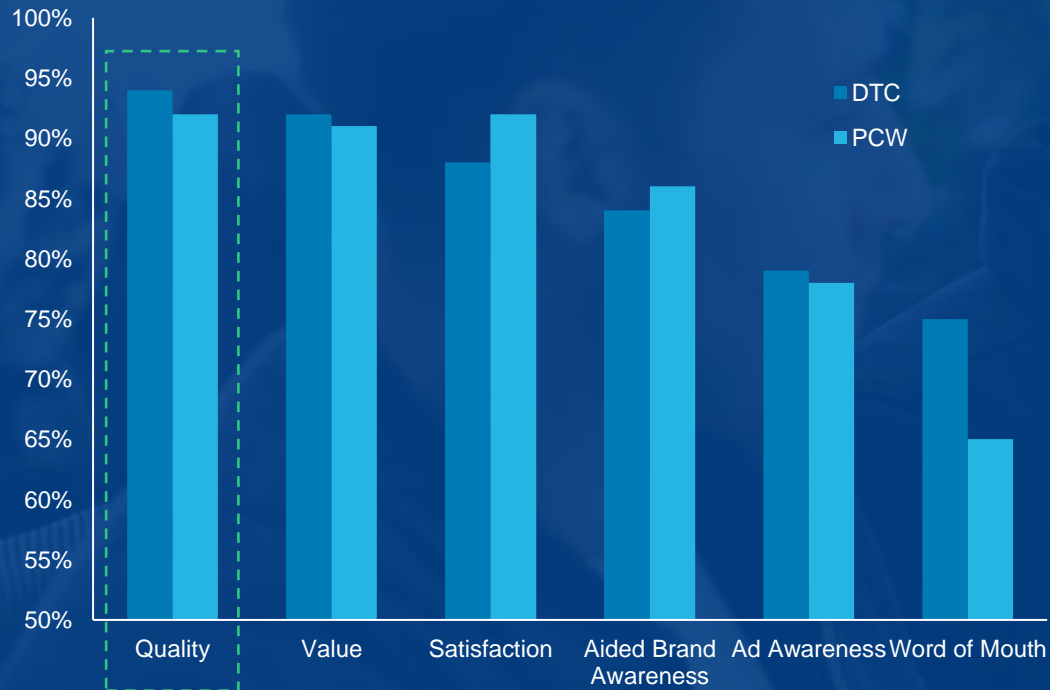
04

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How do we maximise retention?

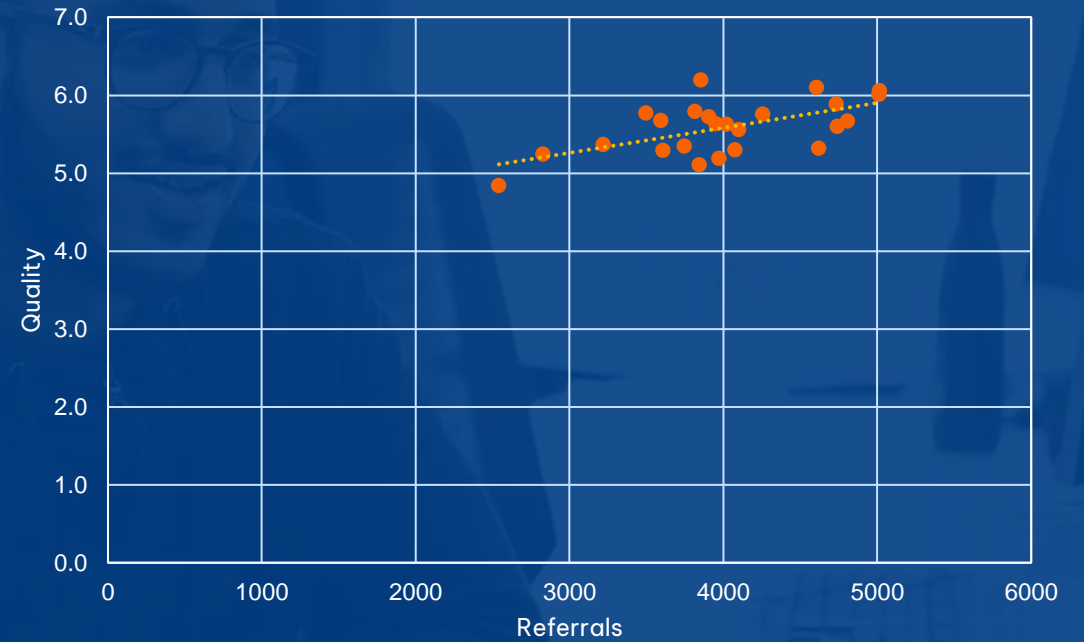
# 1. People really do want an insurer differentiated on quality

Drivers of insurance consideration, DTC vs PCW customers



Perceptions of Quality predicts changes in insurance brand consideration for both direct & PCW buyers

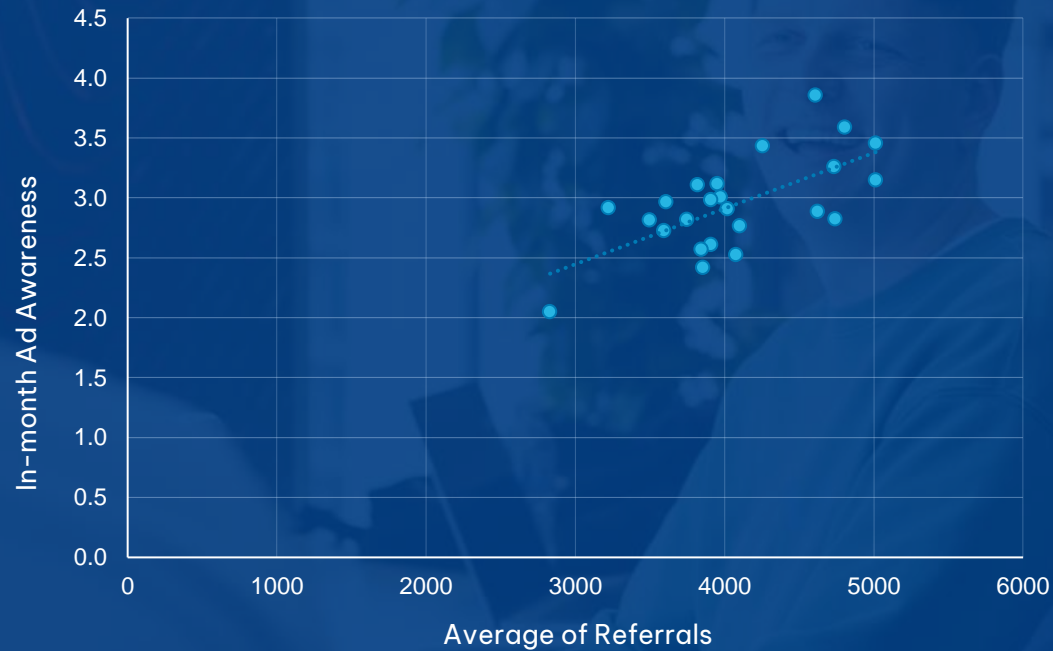
1 month lag Quality versus Referrals



Changes in Quality perceptions have a slow but direct impact on referral traffic from PCWs

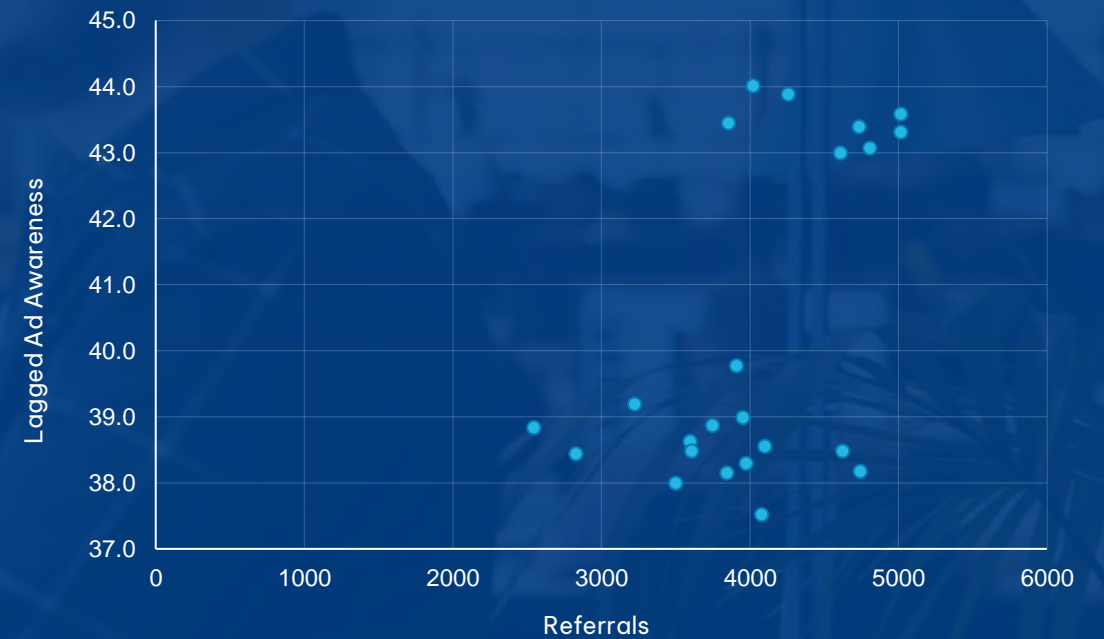
## 2. Ad awareness helps – but fades fast

### In-month Ad Awareness versus Referrals



Immediate, in-month changes in ad awareness account for c.30% of all referral traffic to insurers from PCWs

### Ad Awareness (+1 month) vs referrals



But the effect doesn't last – the relationship breaks once you look for carryover effects into the following month

# 3. Search starts identically whatever the outcome you seek

## Distinct Concern

67%

Of insurance buyers pick price as a primary concern

59%

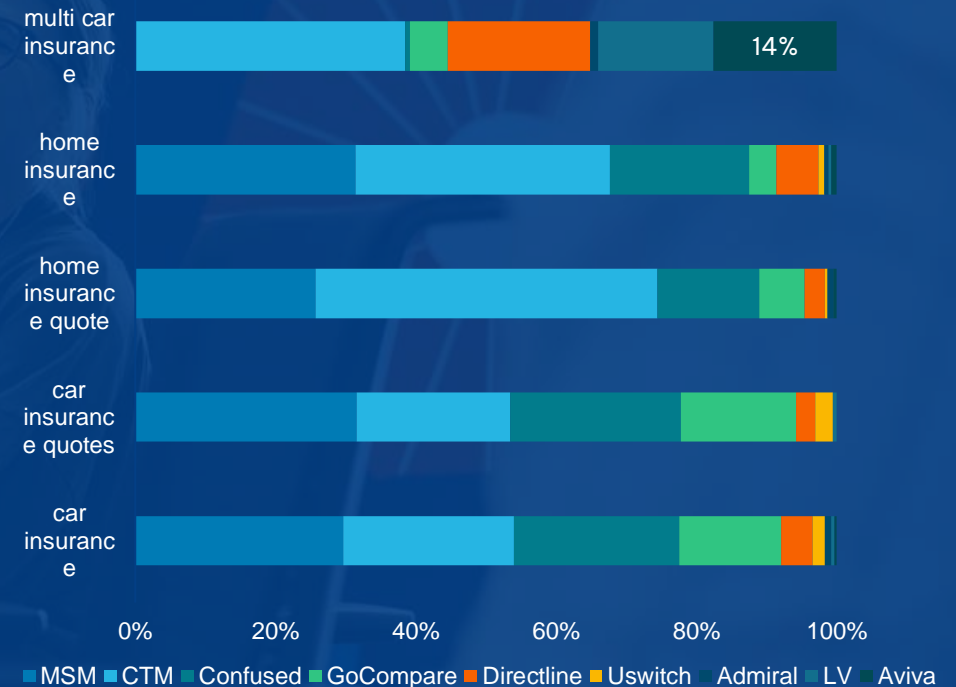
Of insurance buyers pick high cover as a primary concern

36%

Of insurance buyers pick past experience as a primary concern



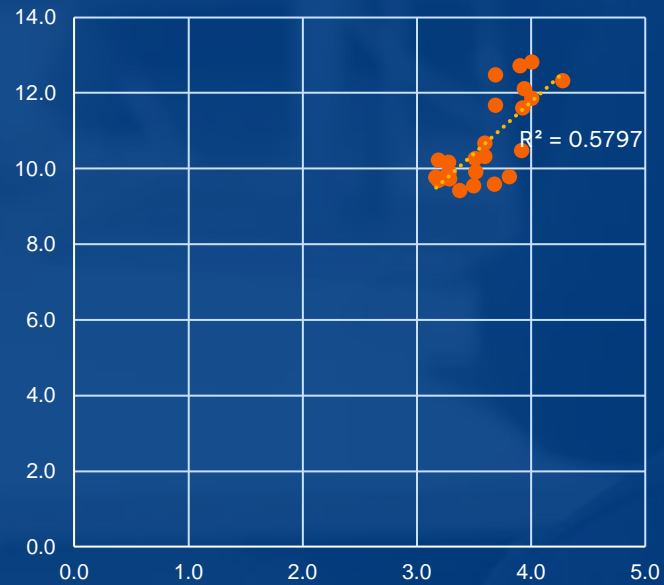
## Indistinct Behaviour



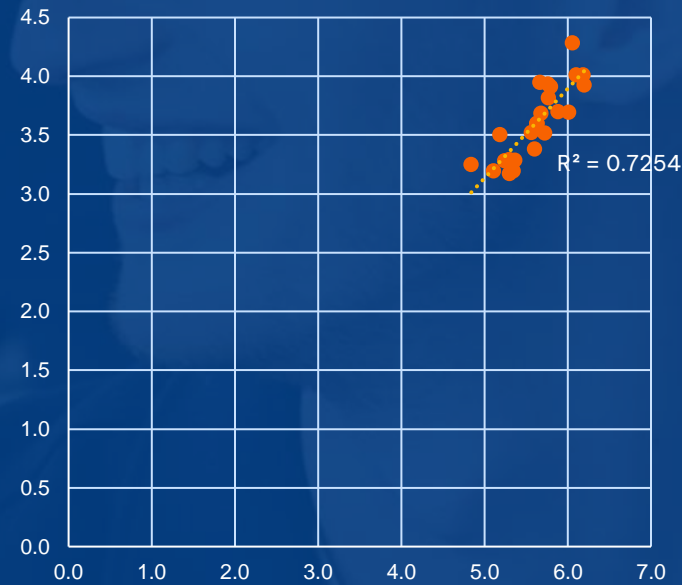


# 4. Recommendation is crucial to brand and business strength

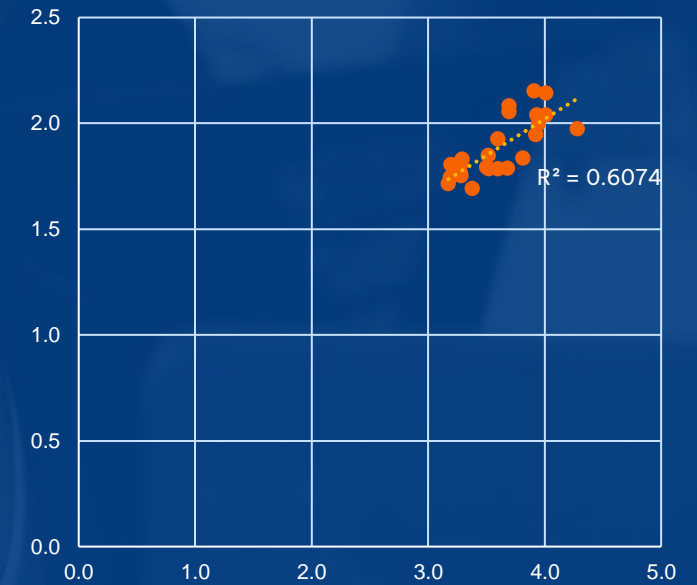
Recommendation vs consideration



Recommendation vs quality



Recommendation vs purchase intent



Driving recommendation from customers will create a virtuous circle

# These challenges speak to four key tasks

How do we differentiate?

Prime

**Differentiate on quality**

How salient do we need to be?

Prompt

**Target monthly ad awareness**

How can we identify value in performance?

Purchase

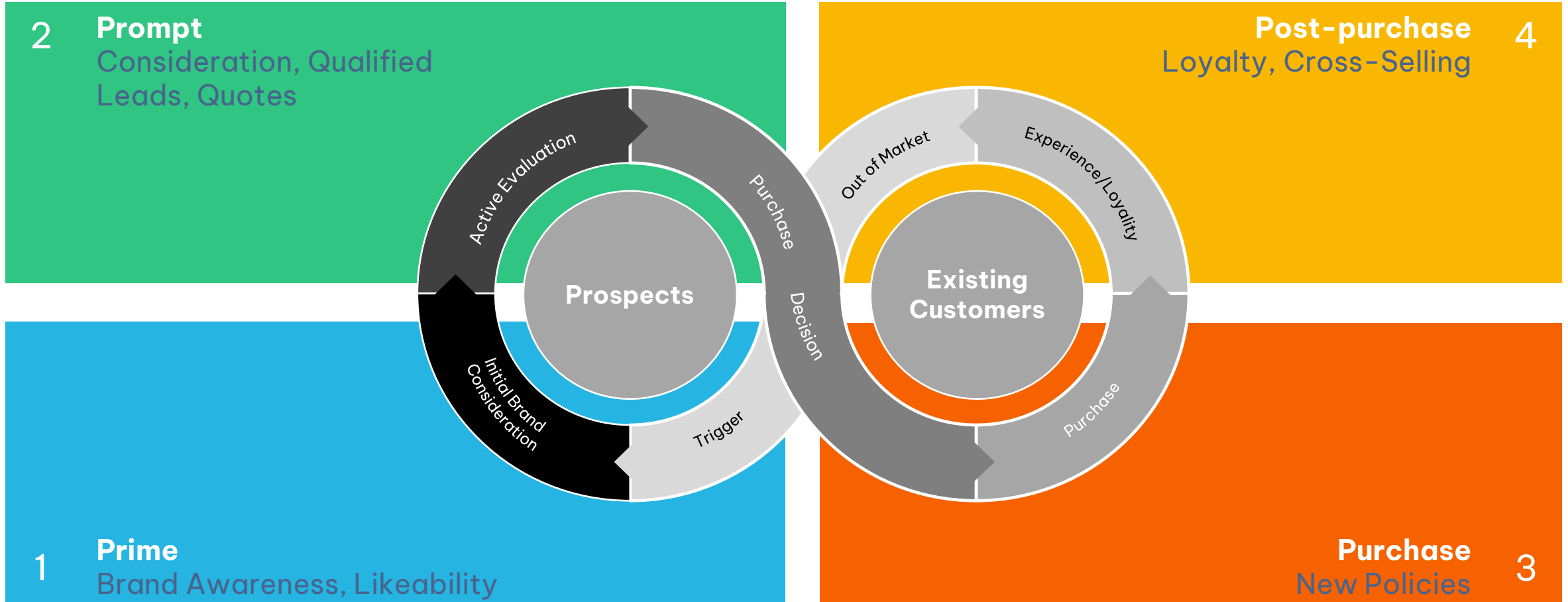
**Tailor to unspoken customer need**

How do we maximise retention?

Post-purchase

**Boost recommendation**

# Aligned to a globally consistent way of showing the purchase journey



**“Strategy is actually very straightforward... you pick a direction and implement it like hell.”**



# It's a direction our rivals are not implementing



Prime

Prompt

Purchase

Post-purchase

**Differentiate on quality**

**Target monthly ad awareness**

**Tailor to customer need**

**Boost recommendation**

**£4.3m**

Average annual brand investment, 2019-2023

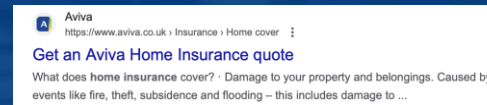
**48%**

“Unknown, not sure, never heard of, unfamiliar, don't know”



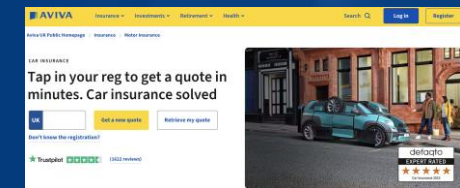
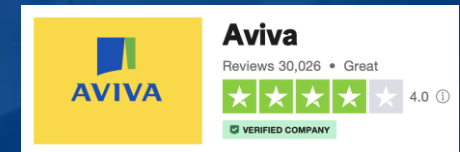
**11%**

Total ad awareness, August 2023, Insurance buyers



**20%**

Bounce rate, August 2023, all web visitors



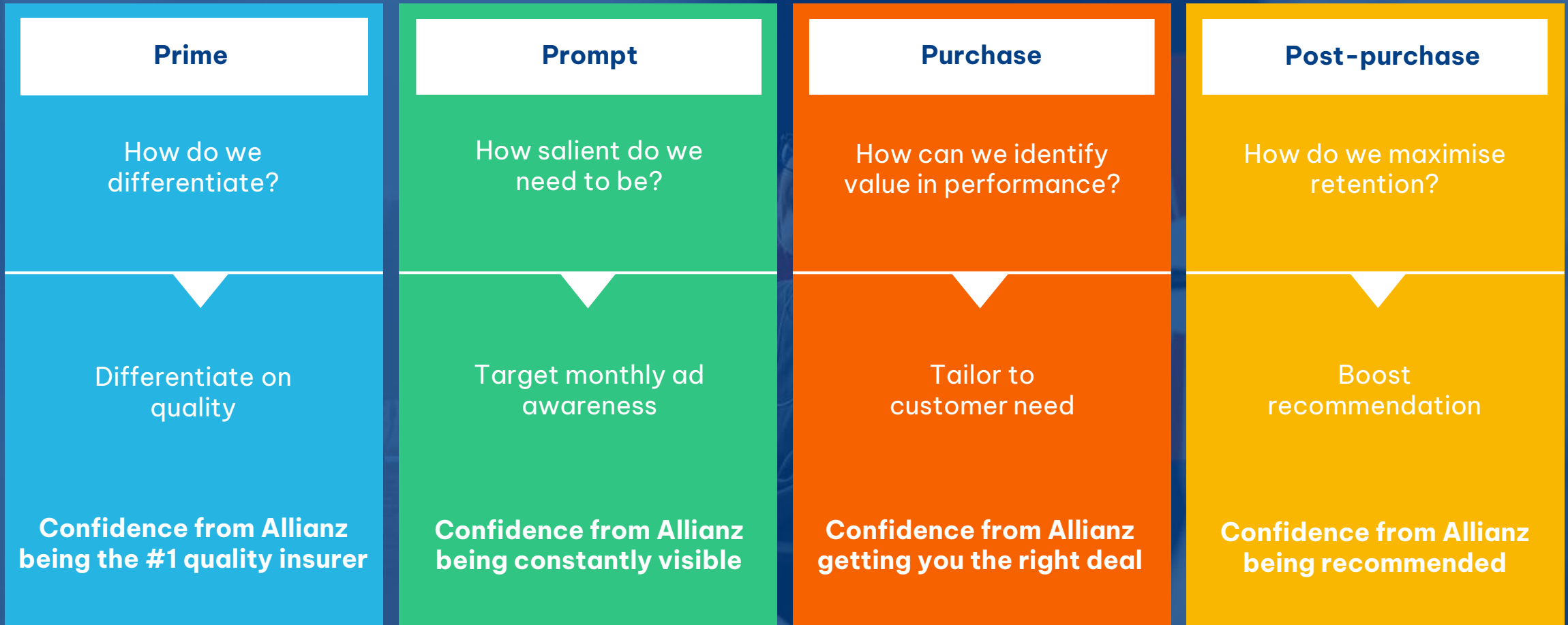
# Most are implementing from the same faulty assumptions



# Most are implementing off the same faulty assumptions



# Allianz can drive confidence broadly, then narrowly





**There is one problem**

# We can't be sure the nation will be open to our marketing

People are in market infrequently

2%

Of car insurance customers are in market every week

People don't pay attention

77%

Only want to hear from their insurers when renewing or claiming

People often default to current brand

55%

Hold multiple insurance products from the same insurer

# We have to work smarter and harder to become first choice

	Prime	Prompt	Purchase	Post-purchase
Allianz mission	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
Consumer status quo	An audience mostly out-of-market, mostly ignoring our category, mostly defaulting to the competition			
OMD solution	Prestigious, distinctive partners for an elevated everyday presence	Commanding attention to push our ad awareness beyond the competition	Personalising to win high-value, high-propensity shoppers	Amplifying distinctive customer benefits to drive advocacy

# But also build a phased approach to instill confidence

## The first 3 months (Year 1)

Loose brand associations,  
ad awareness low, brand  
demand low, no data, 20% of  
customers in market

**Catalysing Confidence**

## Month 4 onwards (Year 1 into 2)

Clear brand difference,  
ad awareness high, brand  
demand growing, some data,  
50% in market

**Maximising Confidence**



# Leading us to clear imperatives for each phase through the funnel

<b>Allianz mission</b>	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
<b>OMD solution</b>	Prestigious, distinctive partners for an elevated everyday presence	Commanding attention to push our ad awareness beyond the competition	Personalising to win high-value, high-propensity shoppers	Leveraging distinctive customer benefits to drive advocacy
<b>Catalysing Confidence</b>	Build quality perceptions	Maximise attentive reach	Harvest demand and claim market share	Rewards for early advocacy
<b>Maximising Confidence</b>	Cement the brand's role in culture	Sustain attentive reach efficiently	Ensure high value incrementality	A single view to deliver tailored reassurance

# Connected Thinking enables a full-funnel approach to Planning



Growth Mapping



Audience Empathy



**Planning**

How much should we invest and where?



**Activation & Measurement**

# Catalysing Confidence: Building quality perceptions upfront will prime potential customers and nudge them through the funnel

<b>Allianz mission</b>	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
<b>OMD solution</b>	Prestigious, distinctive partners for an elevated everyday presence	Commanding attention to push our ad awareness beyond the competition	Personalising to win high-value, high-propensity shoppers	Leveraging distinctive customer benefits to drive advocacy
<b>Catalysing Confidence</b>	<b>Build quality perceptions</b>	Sustain attentive reach efficiently	Ensure high value incrementality	Rewards for early advocacy

# Differentiate Allianz as the #1 quality insurer

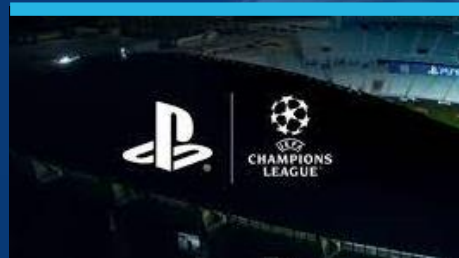
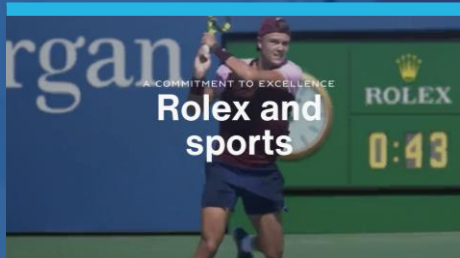


# High-quality brands are the best of everyday Britain

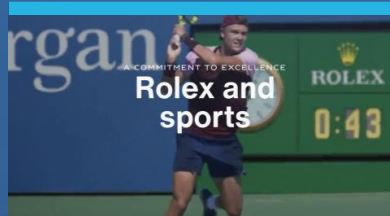
Brands that >50% of Mainstream Insurance Buyers agree are “high quality”



# Prestigious partners can boost quality and visibility



# Rolex commits to a distinctive and elevated everyday presence



A product on average sold once in a lifetime, to a tiny fraction of the population; no greater mechanical superiority than its Swiss rivals



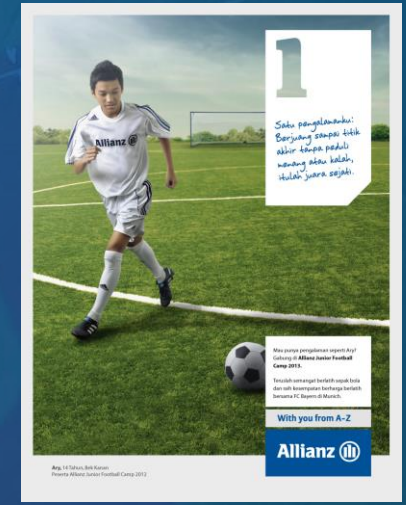
A unavoidable presence sustained by distinctive, prestigious partners: golf majors, tennis majors, F1, the Oscars, music, talent & more



Creative that is more noticeable (4.7 System1 average), quality scores +60% vs rivals, leading awareness and consideration



# For Allianz, there is only one way to build this presence











**A game-changing partnership with the four Home Nations Football Associations to bring your brand promise to life, at scale, quickly**





# A powerful suite of assets to build quality brand perceptions

## Prime

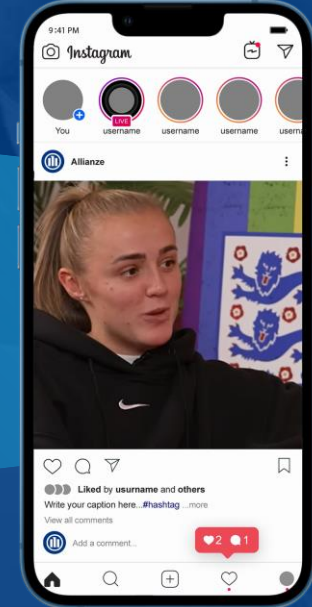
## Prompt

### Built-in broadcast media

### Marquee moments

### Community access

### Always-on digital



# Accessing incredible rewards to incentivise purchase and boost early recommendation

Purchase

Post-purchase

Product rewards & benefits + CRM



A rewards programme underpinned by tickets (to International fixtures, set-piece matches and cup finals), money-can't-buy experiences and talent access for corporate events



# Our industry-leading measurement tools will give us rich insights to act upon



## SPONSORSHIP OUTPUTS

Communication/sponsorship metrics deployed  
Tracking of all media & asset exposure that are activated

**PARTNERSHIP VALUATION & MEDIA DELIVERY TRACKING**



## AUDIENCE OUTTAKES

Effect of the sponsorship on the audience  
In awareness, perception and behaviour toward my brand

**BRAND AWARENESS/UPLIFT & AUDIENCE REACTION TO CONTENT**



## BUSINESS OUTCOMES

Effect of the shift in behaviour from the audience on the business  
Long-term consideration, ROI and retention

**ATTRIBUTION & EFFECTIVENESS**

POWERED BY



YouGovProfiles



similarweb

EUROMONITOR INTERNATIONAL



hookit



eMarketer

annalect

# We are trusted insight and measurement partners for some of the world's biggest brand sponsorships



Year-round reporting for the Nissan Formula E team and each of its partners



Synthesising insights for multiple sports & entertainment properties



Delivering complex media value reporting for Chelsea's training kit partner



Real-time data visualisation of all sponsorship reporting (enabled through Microsoft Power BI)



Paid & earned media reporting for Pepsi's annual UEFA Champions League Final Opening Ceremony campaign & live performance



End of season reporting spanning brand uplift, social listening & media value



# Allianz has a launch opportunity like no-one in history



14<sup>th</sup> June 2024

20:00 BST  
Match 1 & Opening Ceremony  
Germany (A1) vs TBC (A2)  
Allianz Arena, Munich



# Announcing the partnership with a cheeky open letter to FC Bayern Manager Thomas Tuchel



## An open letter to Thomas Tuchel

Dear Thomas,

As the brand at the heart of FC Bayern's home stadium – the Allianz Arena – and official Insurance partner of the FA, Allianz UK are writing an open letter request for England Captain Harry Kane to be removed from the pitch when FC Bayern lead any game from April 2023 when three (or more) goals up.

A lead of three or more goals is a minimum of 98.2% statistically likely for the team to go on and record a victory, so we feel this is a fair ask in order to preserve the nation's record goal scorer from any potential injury and thus depriving both the English and German people of his performances ahead of Euro 2024, hosted in Germany.

Kind regards,  
Your friends at Allianz UK



Capitalising on increased coverage of Kane in Munich

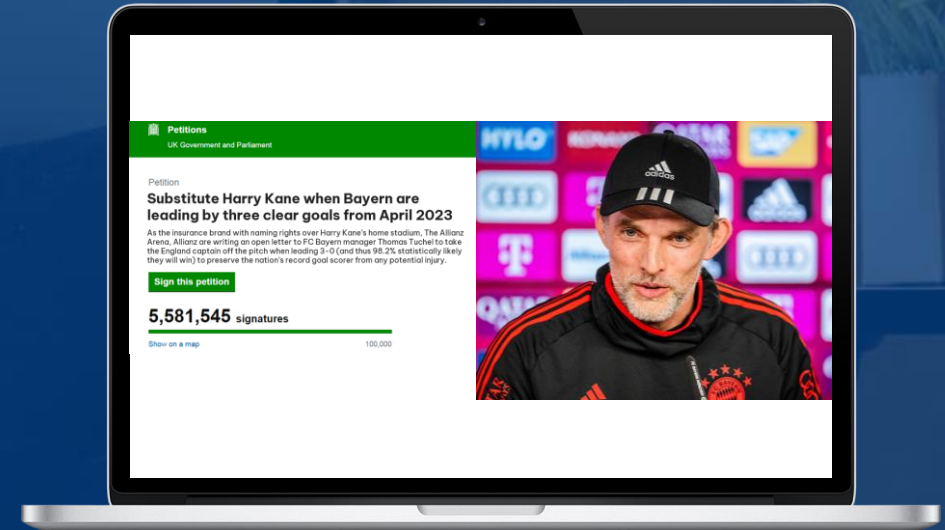


Demonstrate our commitment to the cause as official FA partner



Opportunity for 1<sup>st</sup> party data capture through branded petition

Launched in the final month of the season:  
GW30 – 19-21<sup>st</sup> April





# Delivering motivational messages that #SparkConfidence on the road to Munich



Sponsored football themed playlists



OOH domination around transport hubs



Surround social content in build-up



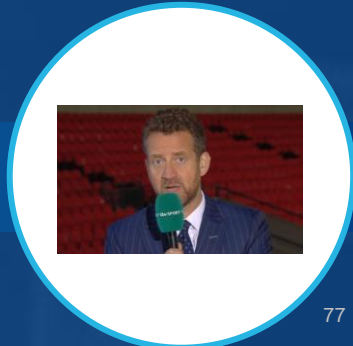
Follow the Euros hashtag



Leverage public match screenings

Follow the Euros hashtag

Owning the tournament and pre-match build-up, including key spots on ITV and Talksport



# Catalysing Confidence: Maximising Attentive Reach

**Allianz mission**

Allianz as the #1 quality insurance brand

Allianz as the most visible insurer, every month

Allianz as the most customer centric

Allianz as the most publicly recommended

**OMD solution**

Prestigious, distinctive partners for an elevated everyday presence

Commanding attention to push our ad awareness beyond the competition

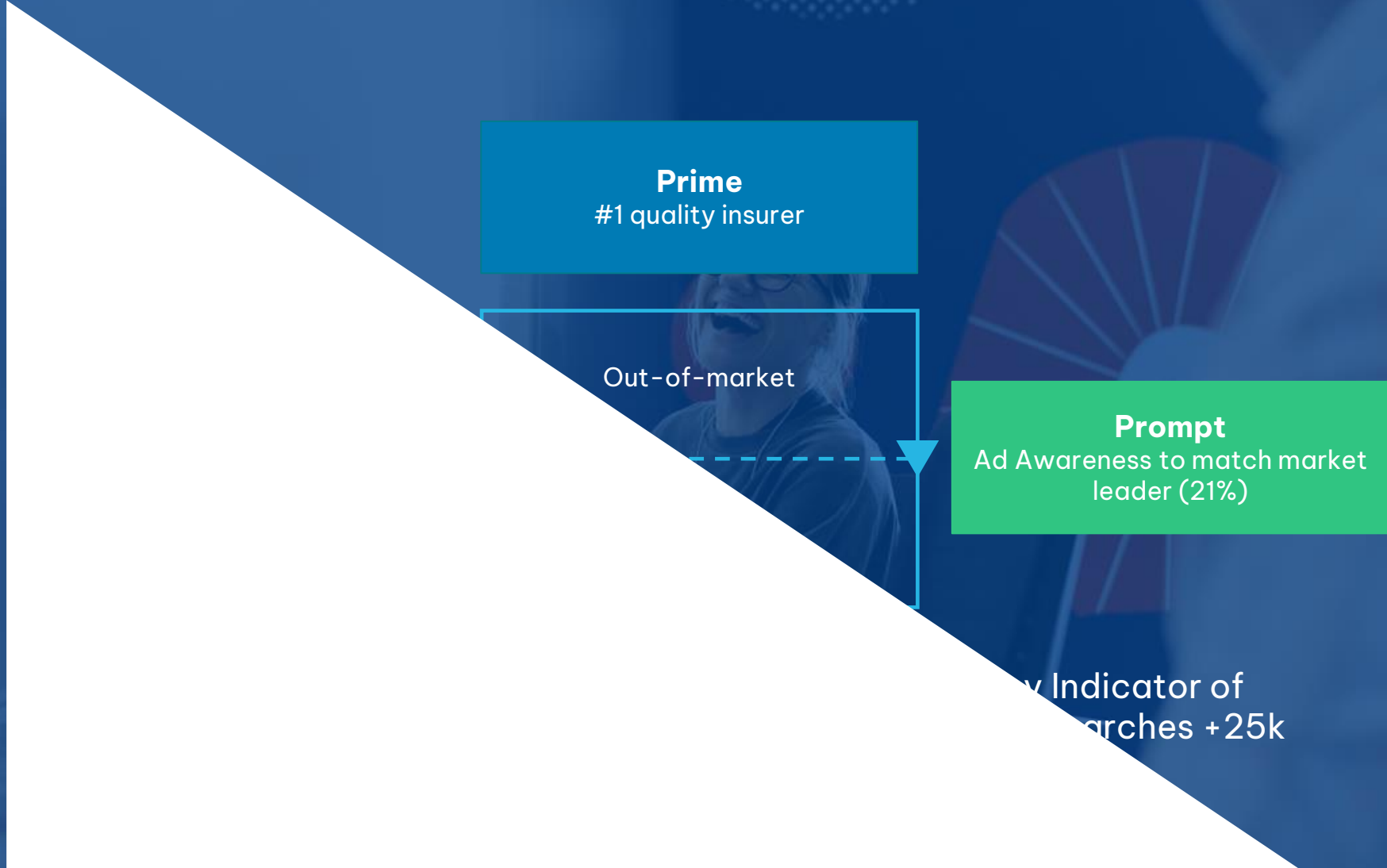
Personalising to win high-value, high-propensity shoppers

Leveraging distinctive customer benefits to drive advocacy

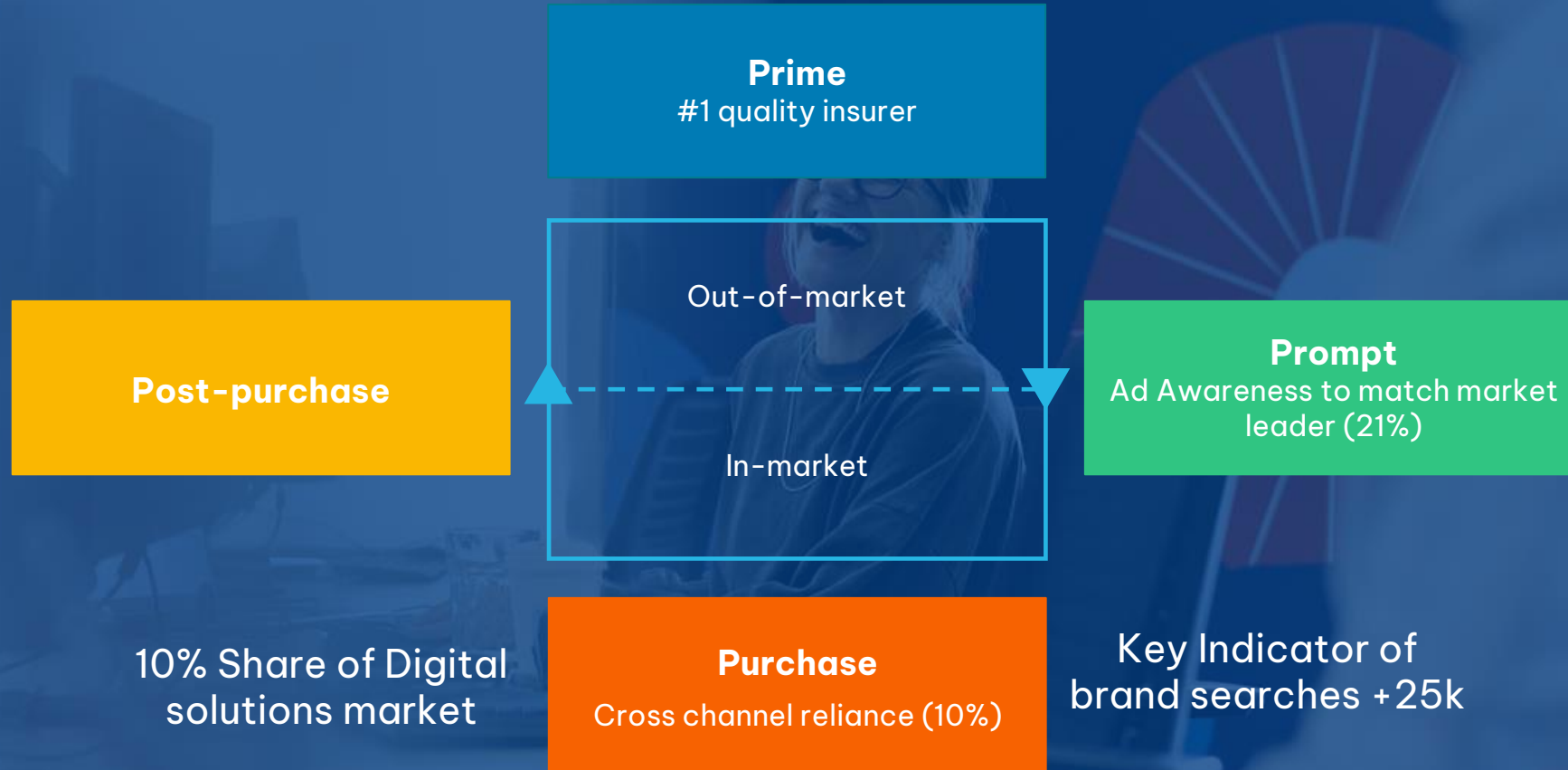
**Catalysing Confidence**

Maximise attentive reach

# Setting targets to deliver on the ambition in brand



# Setting targets to deliver on the ambition in brand





# Commanding attention to push our ad awareness beyond the competition

**Attention** is driving our channel selection

**Impact** is driving our format selection

# Attention is key and we have a unique point of view



“

**OMG are by far the most advanced agency in their understanding and subsequent application of attention economics into planning, buying and verification and this has huge positive flow-on effects to the brands they work with. I know it does, I have seen it in their case evidence.**

**I personally also love their approach to attention and ethics. They take the approach to only ask for the attention they need from busy people - so achieving more for less. This is an ethical approach to attention economics that few consider.**

Professor Karen Nelson-Field, PhD - Amplified Intelligence

# Attention is key and we have a unique point of view



**“only ask for the attention they need”**

“

OMG are by far the most advanced agency in their understanding and subsequent application of attention economics into planning, buying and verification and this has been a significant differentiator for the brands they work with. They have a strong track record of case evidence.

They personally also love their approach to attention and ethics. They take the approach to only ask for the attention they need from busy people - so achieving more for less. This is an ethical approach to attention economics that few consider.

Professor Karen Nelson-Field, PhD - Amplified Intelligence

**-> Ethical and Confident Planning Approach**

# Longer attention doesn't always mean *better* attention

Shorter attention isn't bad, it's just different

Embrace planning approaches that deliver holistically across long and short

## LONGER ATTENTION

Deepen brand connection  
 Launch new brand  
 Updated brand story  
 Complex propositions

Emotional brand stories &  
 Rational explanations

Broad audiences

>2.5  
secs

## SHORTER ATTENTION

Drive existing memory structures  
 Launch simple NPD Refresh mental  
 availability/saliency  
 Recency

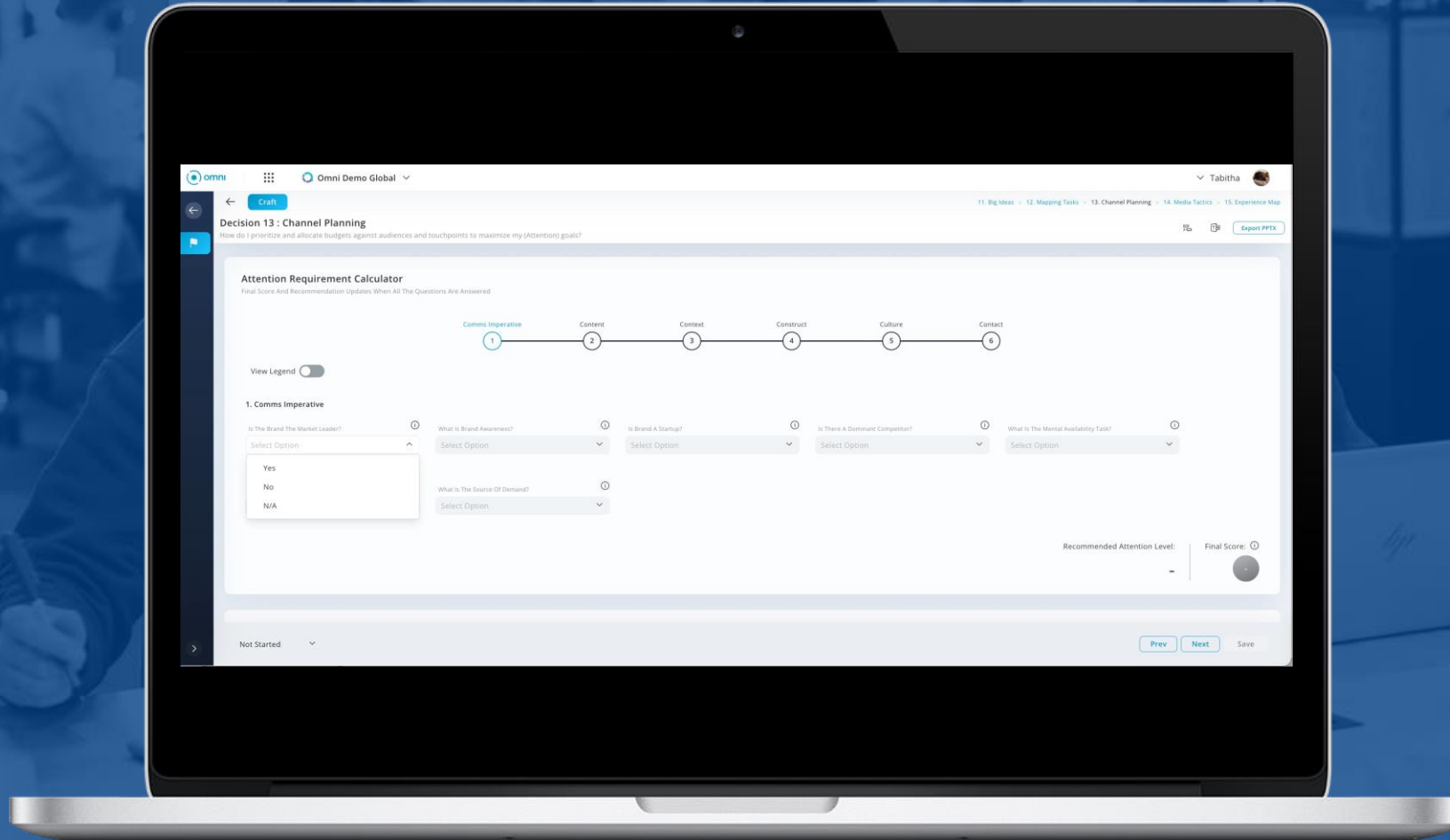
Distinctive formats &  
 Fit for platform assets

Narrow audiences

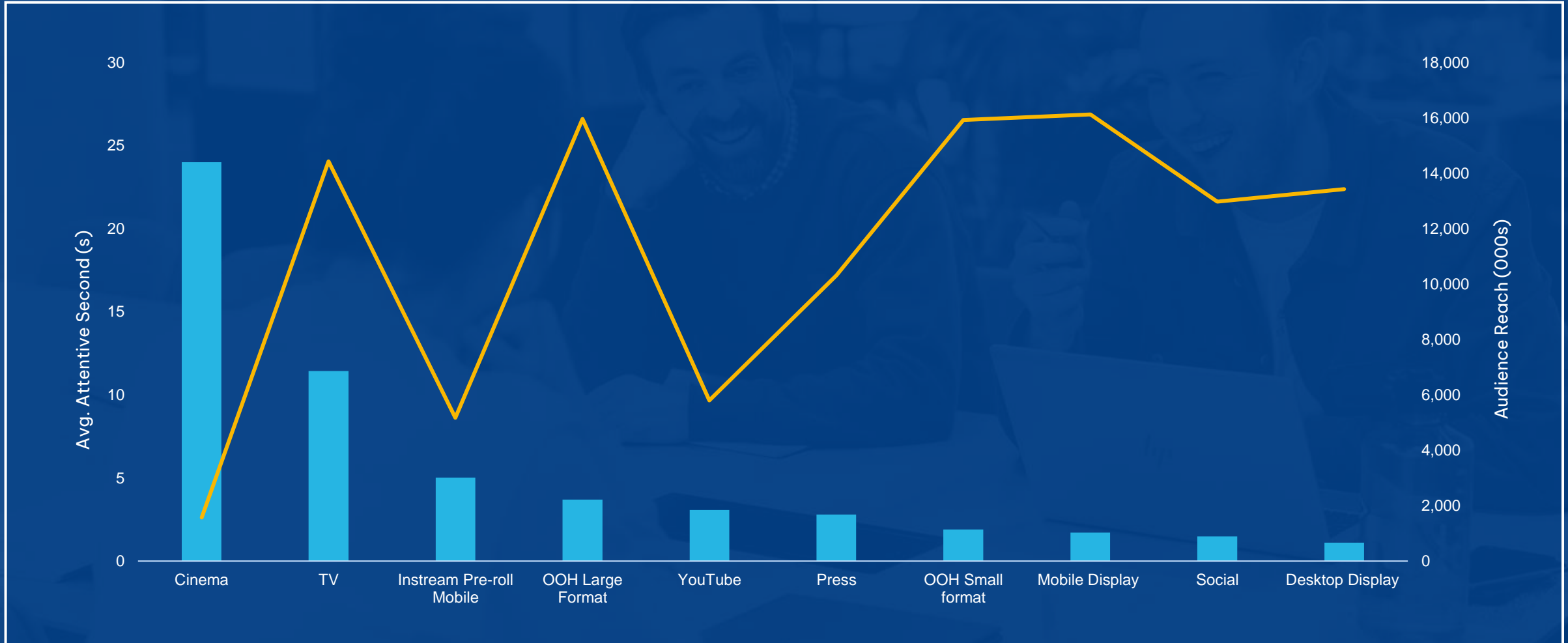
<2.5  
secs



# Omni Channel Planner models the quantity and type of attention required

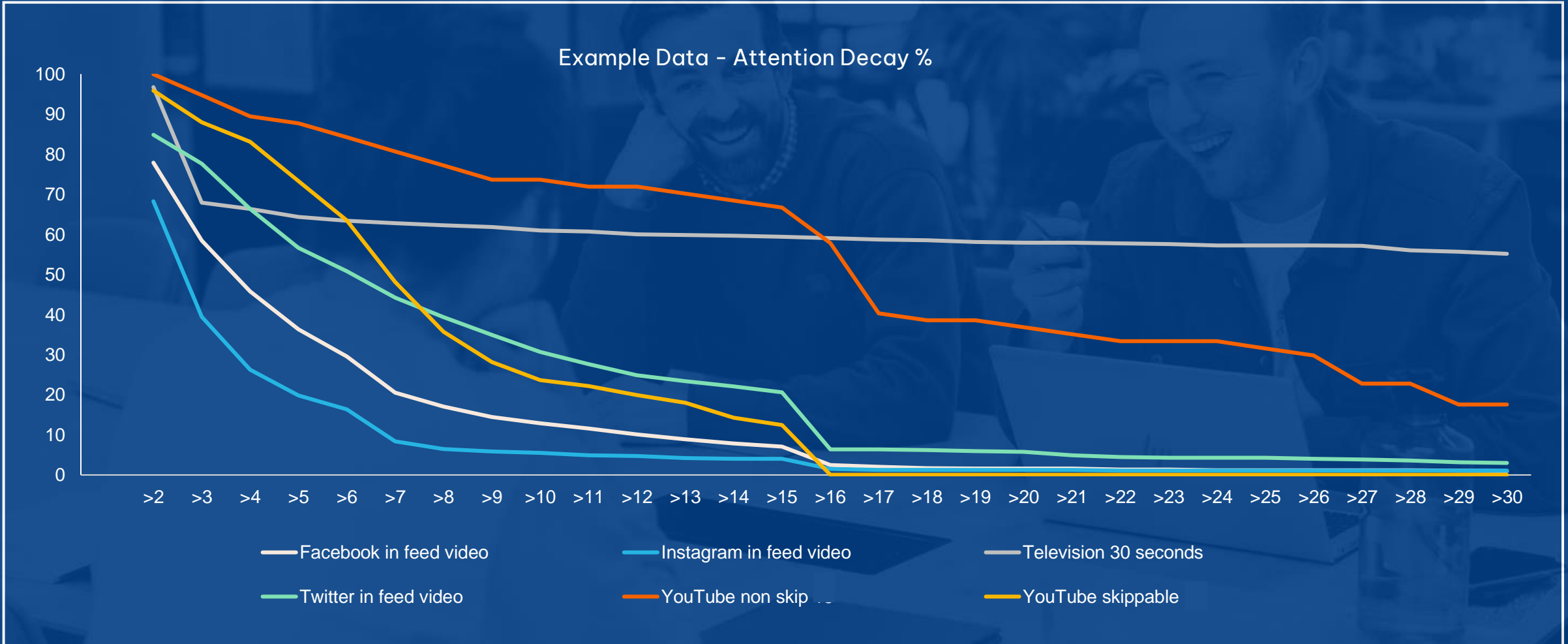


# Understanding attention and reach to isolate potential channels

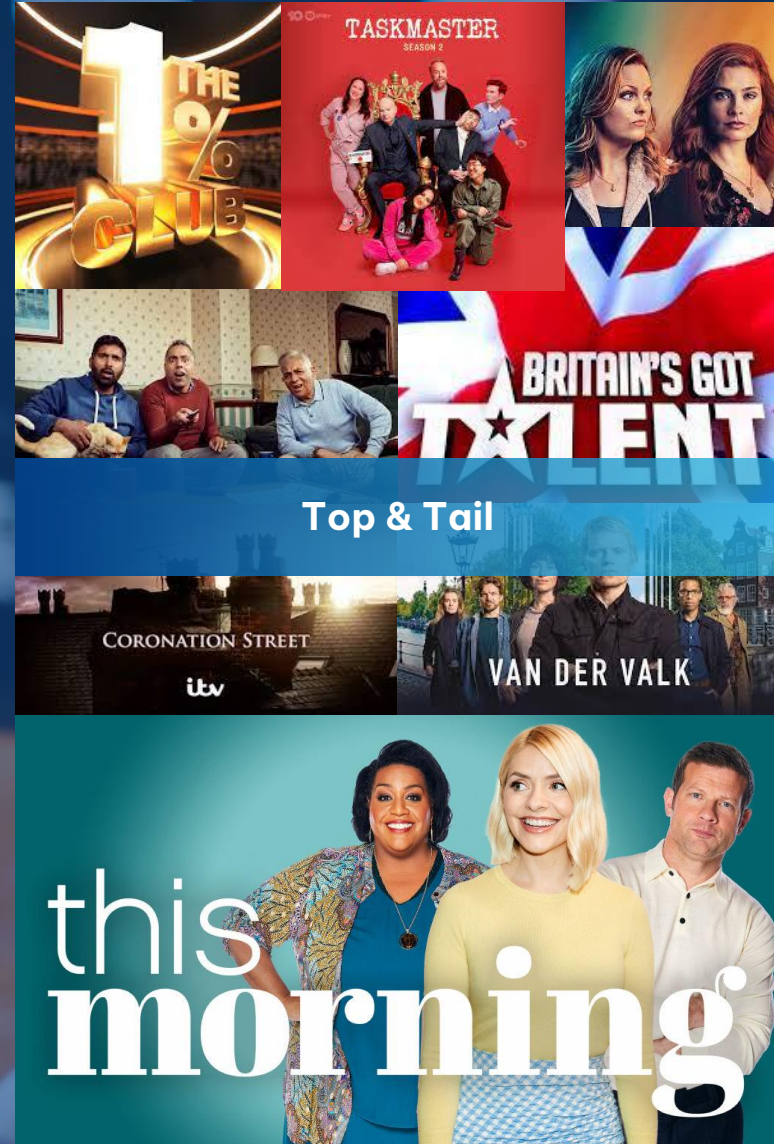
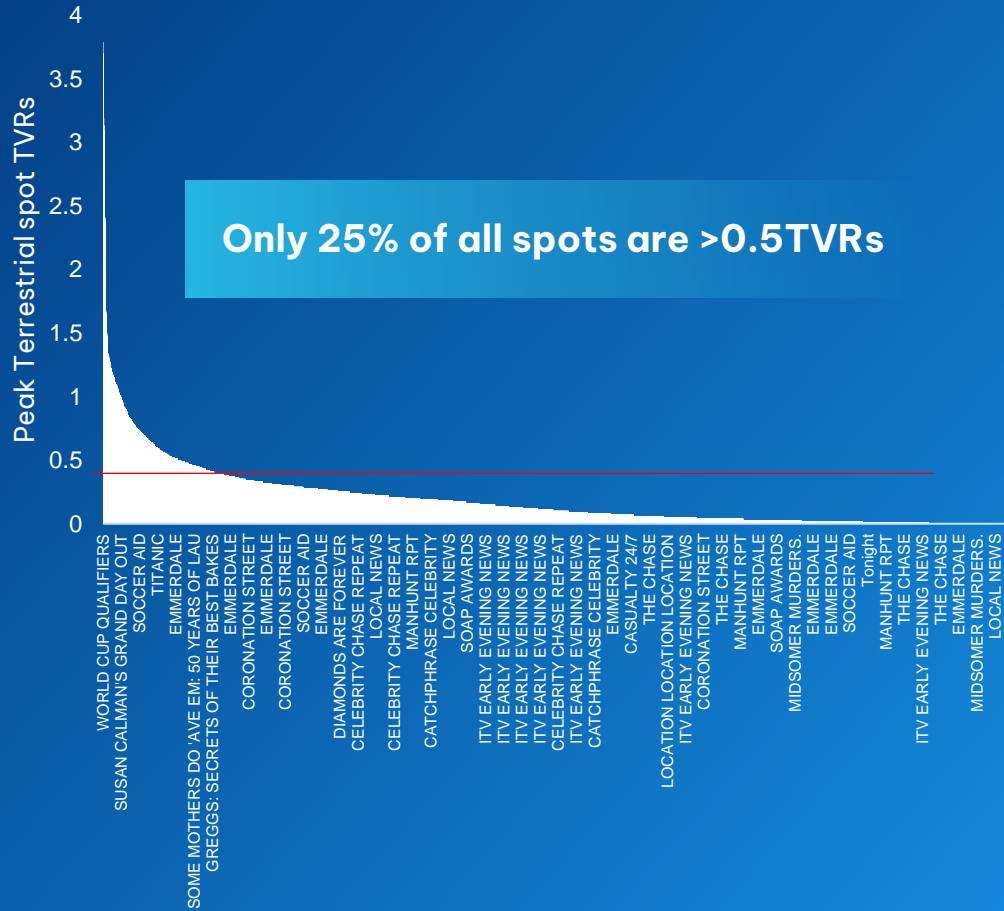


Source: IPA Touchpoints 2023; Lumen Data 2021-22, AdIntel 2023 (Nielsen) – 2019-23 Top 8 category spenders; Standard Media Index 2023 – 2019-23 Insurance category spends

# Attention in video changes depending on format



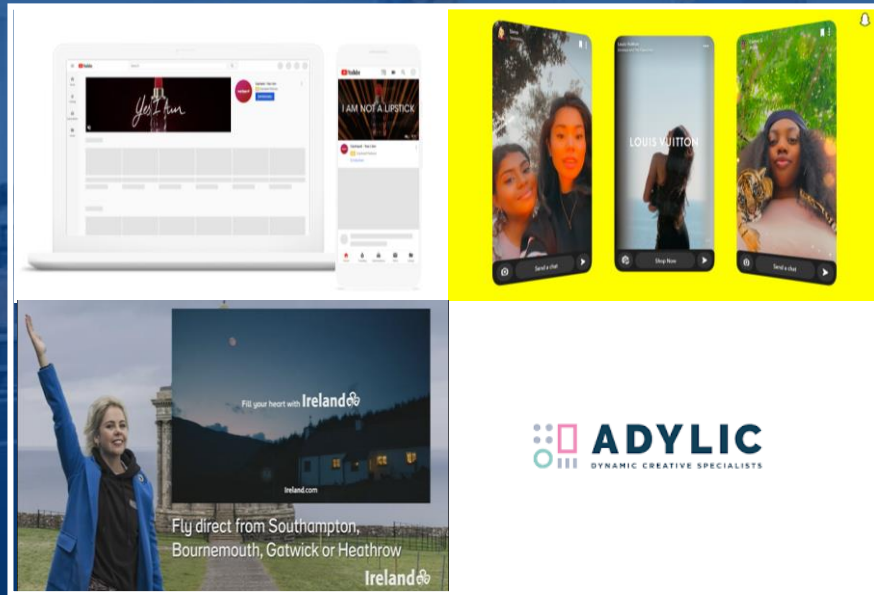
# Driving impact in TV, your biggest channel



Top & Tail



# Continuing to maximise attention in video through use of non-standard formats



60" Gold Spot

# Understanding how TV drives search impacts our plans around key AV moments

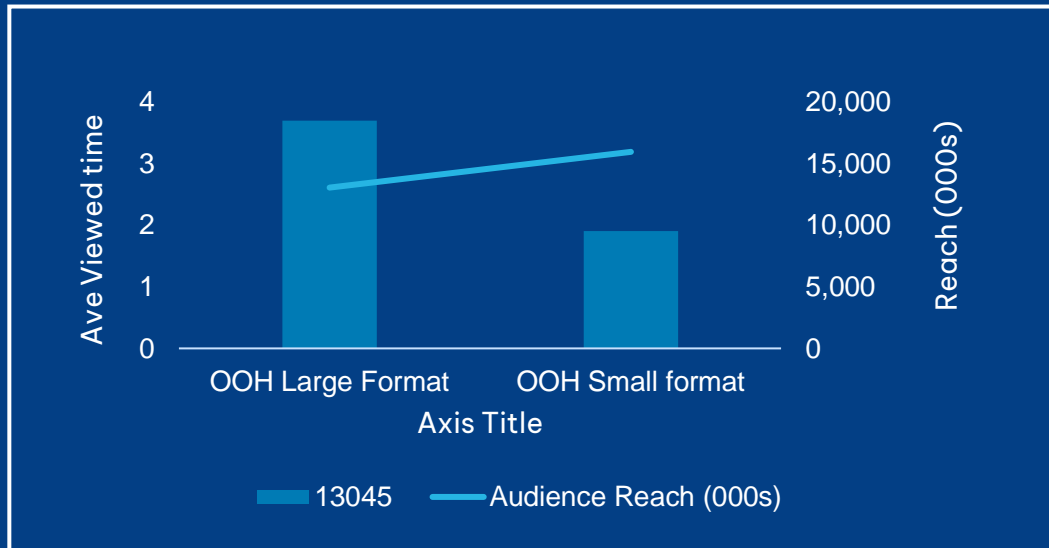
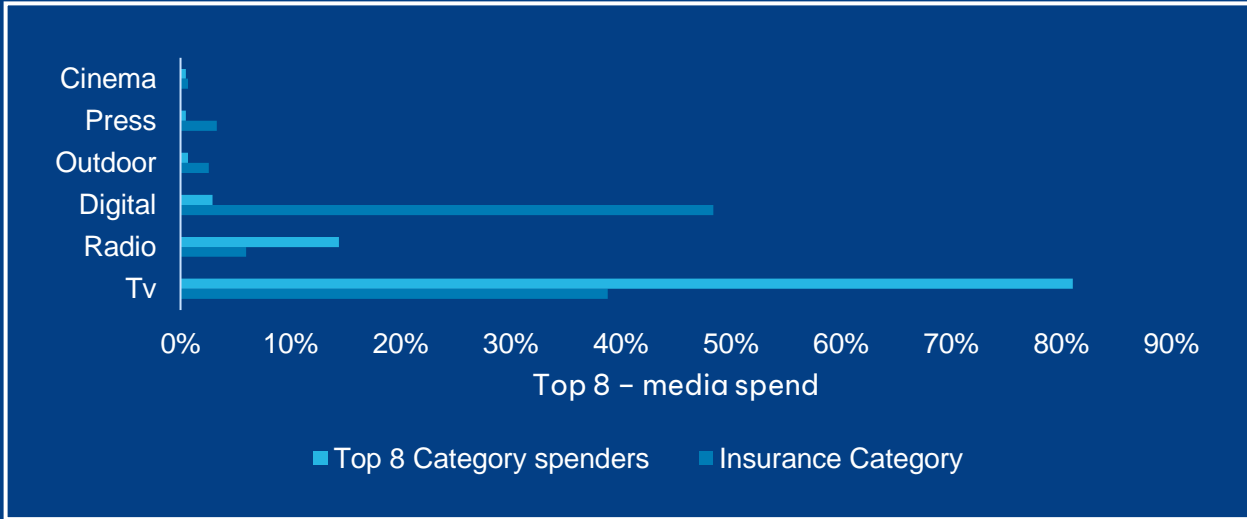
7%

1pt increase in awareness leads to up to a 7% increase in the efficiency of TV driving search

Brand Search Demand Impact from TV



# Using attentive OOH to own the category white space





# Catalysing Confidence: Harvesting Demand & Claiming Share

**Allianz mission**

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Allianz as the most customer centric

Allianz as the most publicly recommended

**OMD solution**

Prestigious, distinctive partners for an elevated everyday presence

Commanding attention to push our ad awareness beyond the competition

Personalising to win high-value, high-propensity shoppers

Leveraging distinctive customer benefits to drive advocacy

**Catalysing Confidence**

Harvest demand and claim market share



# Establishing our roadmap for success with areas to focus on alongside our launch principles

## Before we launch

Fit for purpose  
digital ecosystem

Full-Funnel  
Framework

Integrated Data  
Capabilities

**Extract Brand  
Equity**

**Claim Market  
Share Quickly**

**Find the  
headroom**

## At launch

# Your digital ecosystem starts with your customer gateway



# All the way through to having a visible and accessible app

Can people find it?



Ensure the app listing page is found by as many of the right people as possible



Do people download it?



Increase the download rate of users visiting the app store



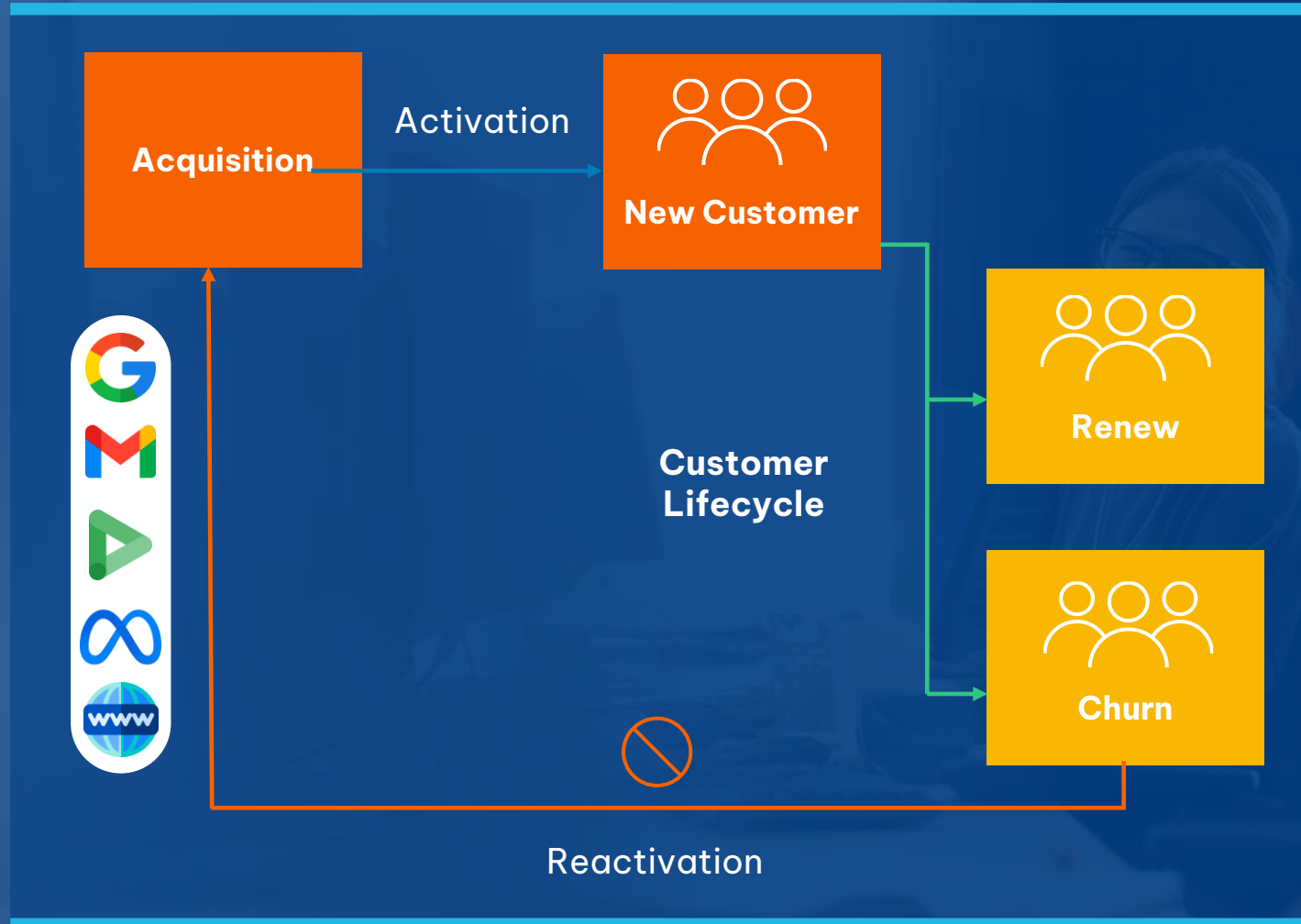
Do people understand it?



Improve the understanding of users visiting the app listing page to encourage usage



# Thinking full-funnel from the start to make sure your media spend is working to be incremental



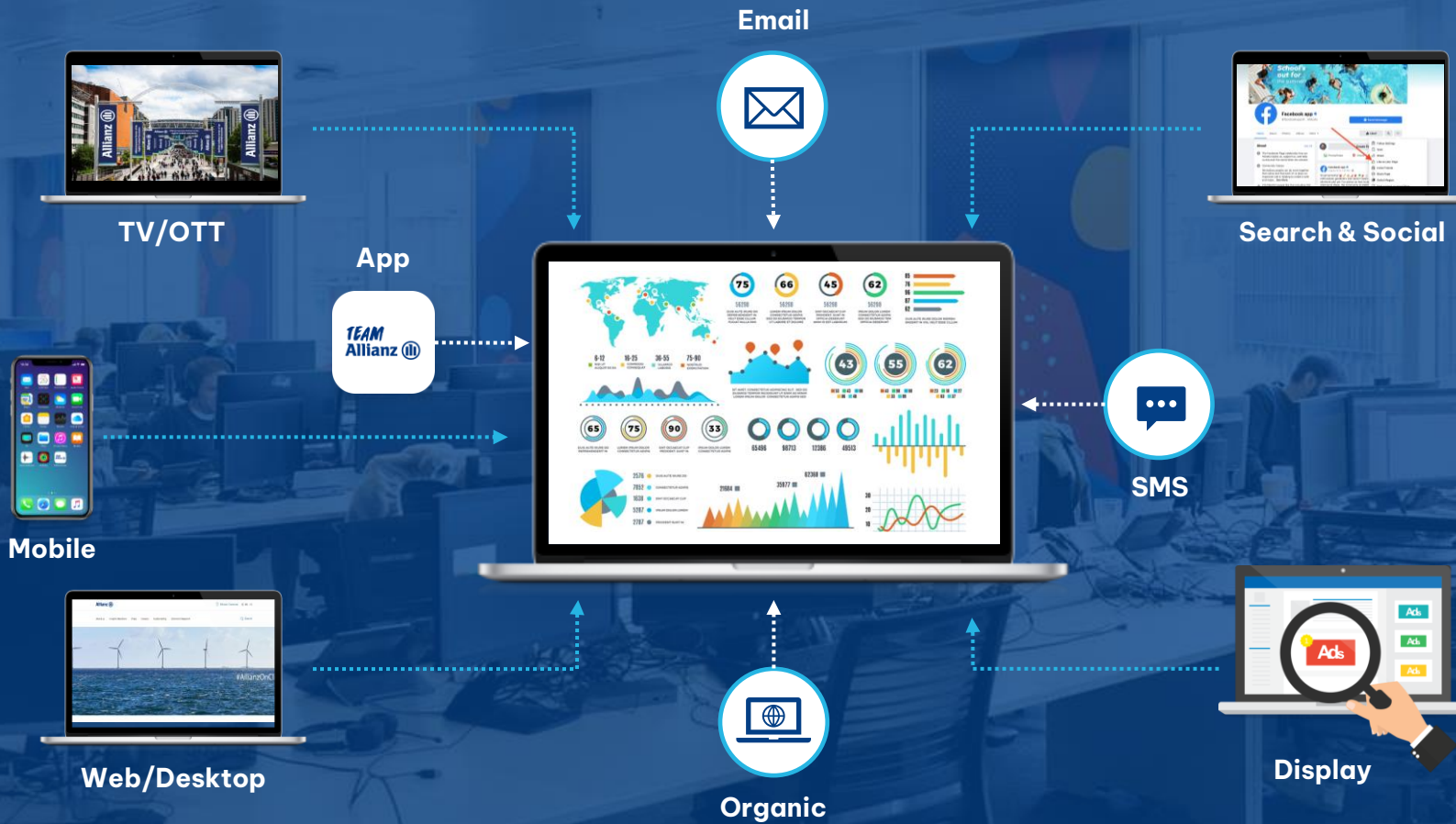
Key to success is keeping people within the Allianz Ecosystem

Capture these audiences as they go into renewal

Prevents siloed media-only decision making and puts direct at the heart of investment decision making



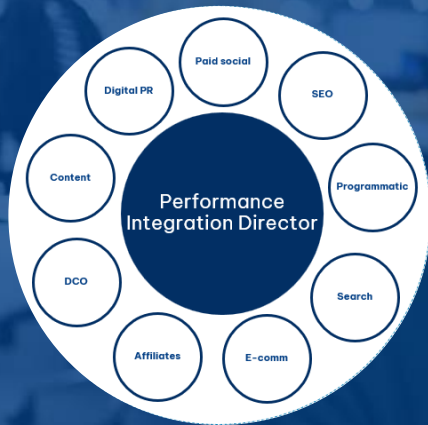
# Leveraging our data capabilities to think next-best-action across all marketing efforts



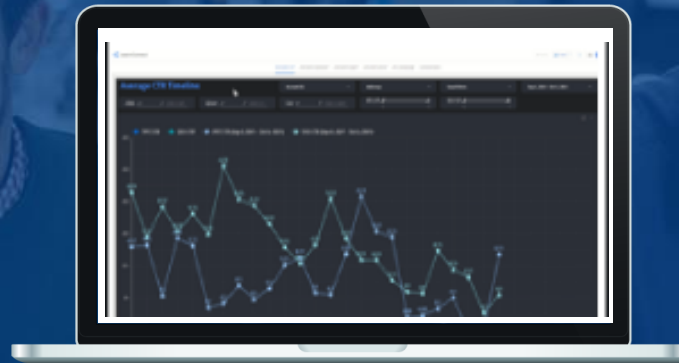
Facilitated by a unified data layer

# We have teams, tools & talent that can help you on some (or all) of that journey before launch

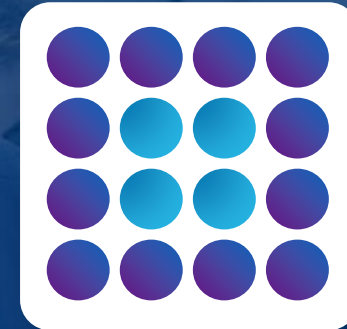
**Teams**  
Connected Performance



**Tools**  
Search Connect



**Talent**  
In-House Support



Full suite of digital specialism

From e-comm, consultancy to media strategy

Ensuring tech deliverables stay aligned on track alongside marketing

Integrate paid & organic search data into on unified view

Automate decisioning using holistic search data

Identify emerging trends to inform your wider content strategy & ATL messaging

Flexible resourcing models

Support for in-house teams

Talent can be embedded or used on a project basis

# Three principles that guide our approach during launch

01

## Extract Brand Equity

Capture brand search demand

---

Leverage emerging data-sets

---

Full-funnel in addressable channels

02

## Claim Market Share Quickly

PCW baseline

---

Extensive affiliate partner program

---

Ambitious generic PPC approach

03

## Find the headroom (efficiently)

Last click measurement

---

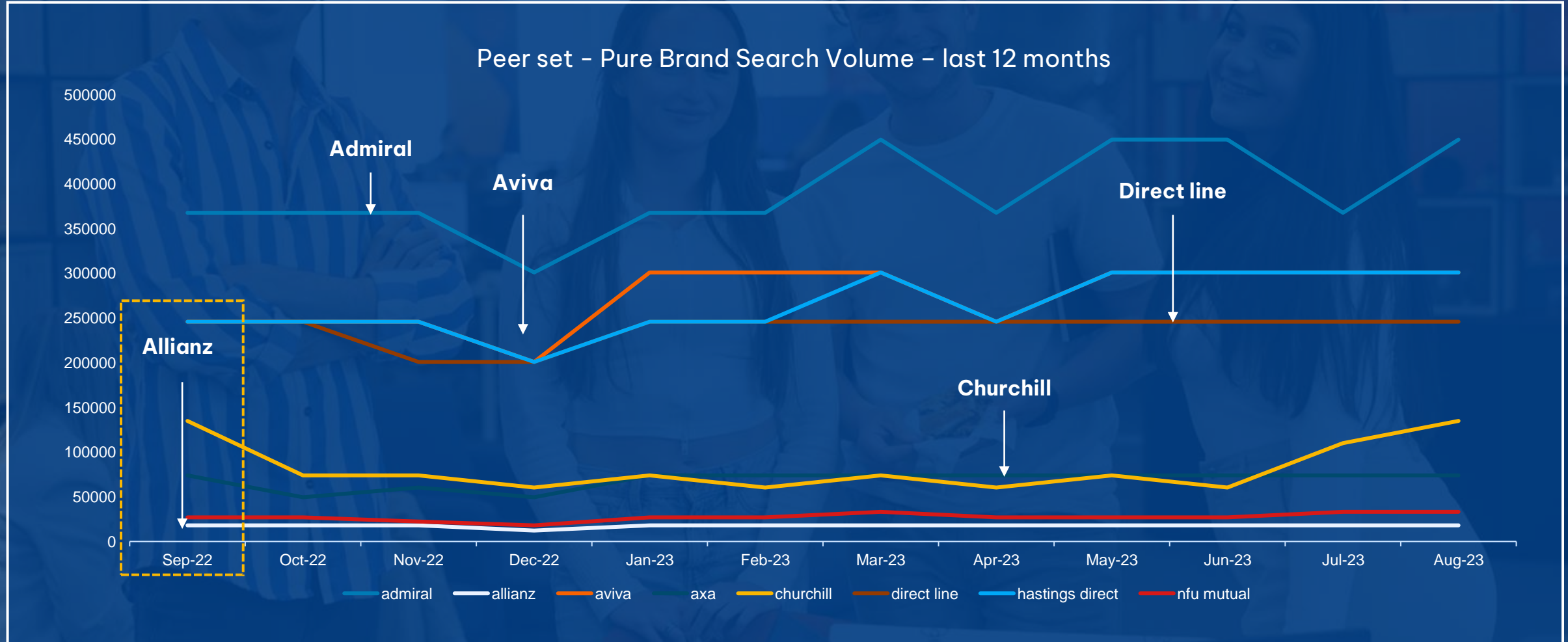
Rapid testing

---

Find efficiency ceiling by channel







# Broadcast will have had an exponential impact on your performance, but we're starting from a low base



Source: Google, 2023, Looking at pure brand keywords



# PCWs will be the only volume game in town from day one

 	 
<p><b>CPA</b></p> <p>£60-£80</p> <p><b>Maximum sales opportunity</b></p>	<p><b>CPA</b></p> <p>£50-£70</p> <p><b>Maximum sales opportunity</b></p>
950k+ sales	350k+ sales

  	
<p><b>CPA</b></p> <p>£50-£90</p> <p><b>Incremental sales</b></p>	
150k+ sales	70k+ sales

Car

Home

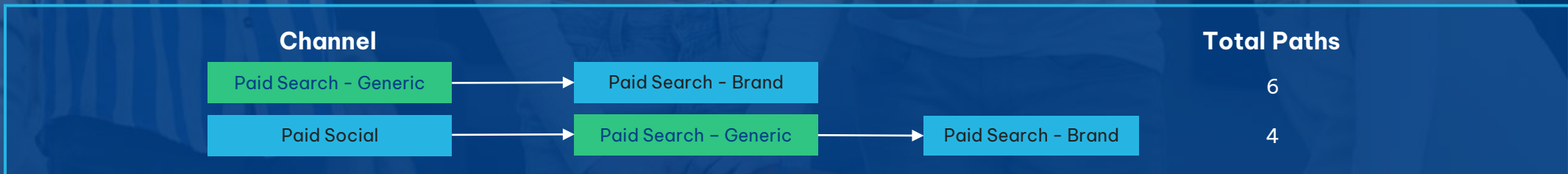
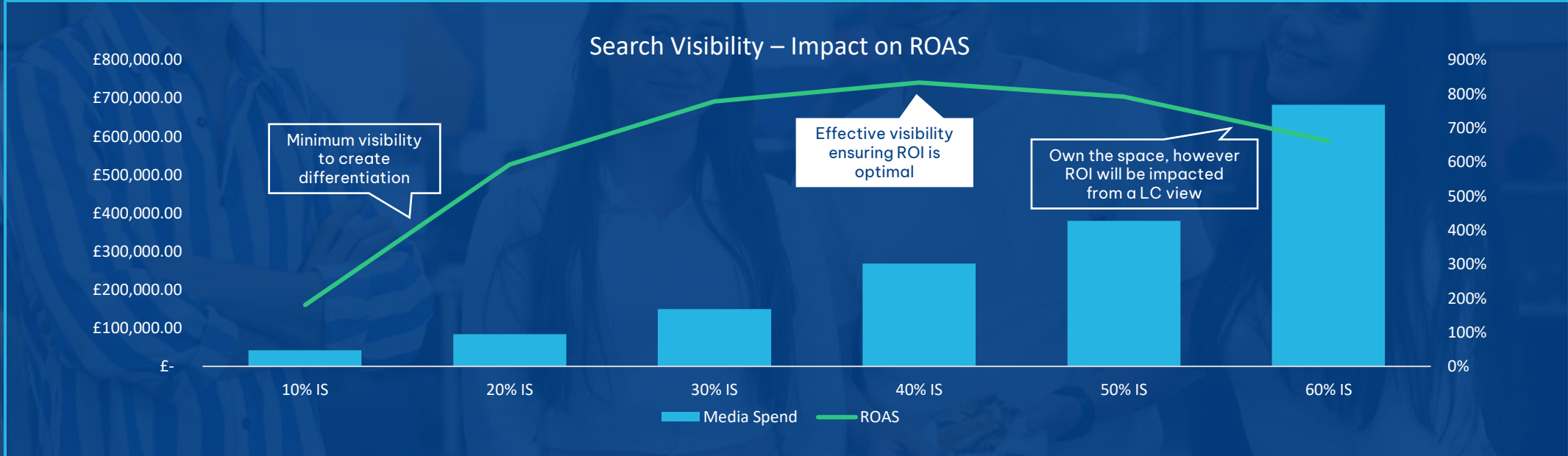
Car

Home

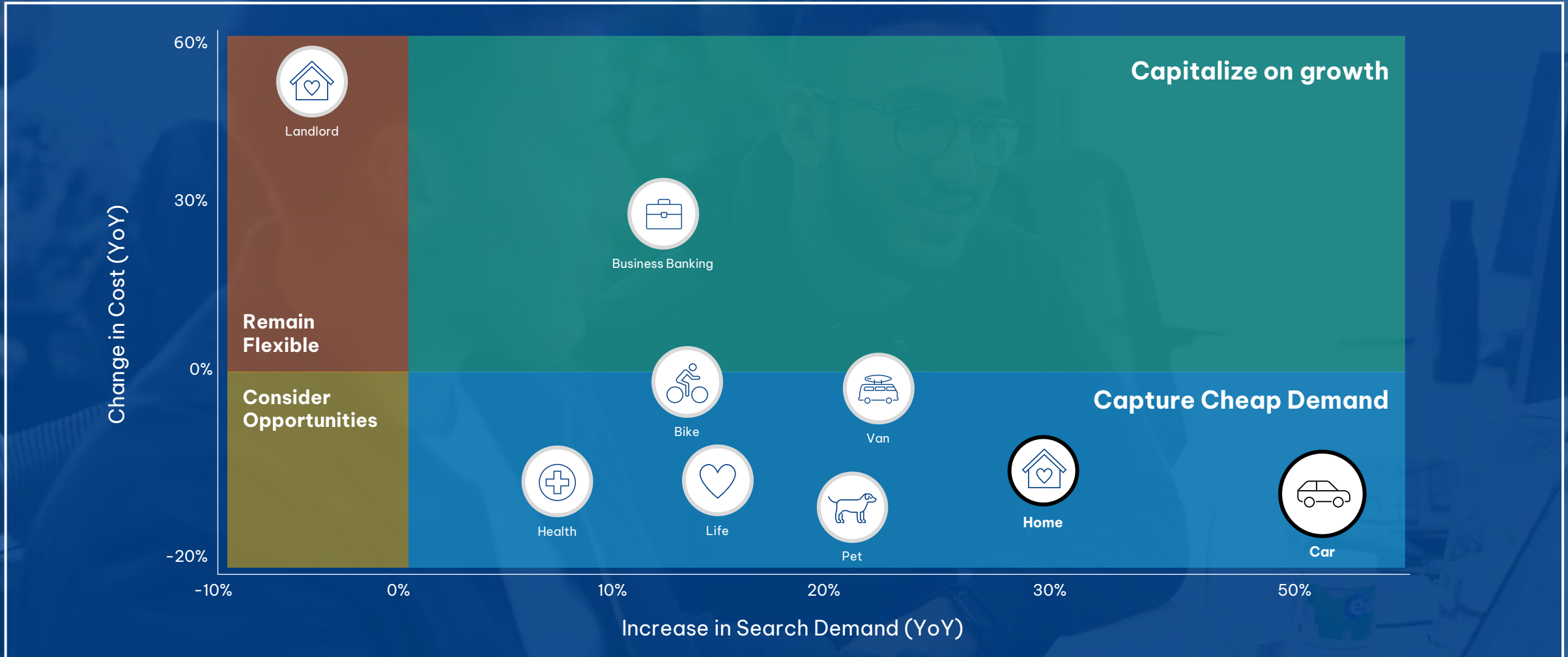
We assume investment for this is not going to come from your marketing budget

# Your primary lever in performance media will be generic PPC

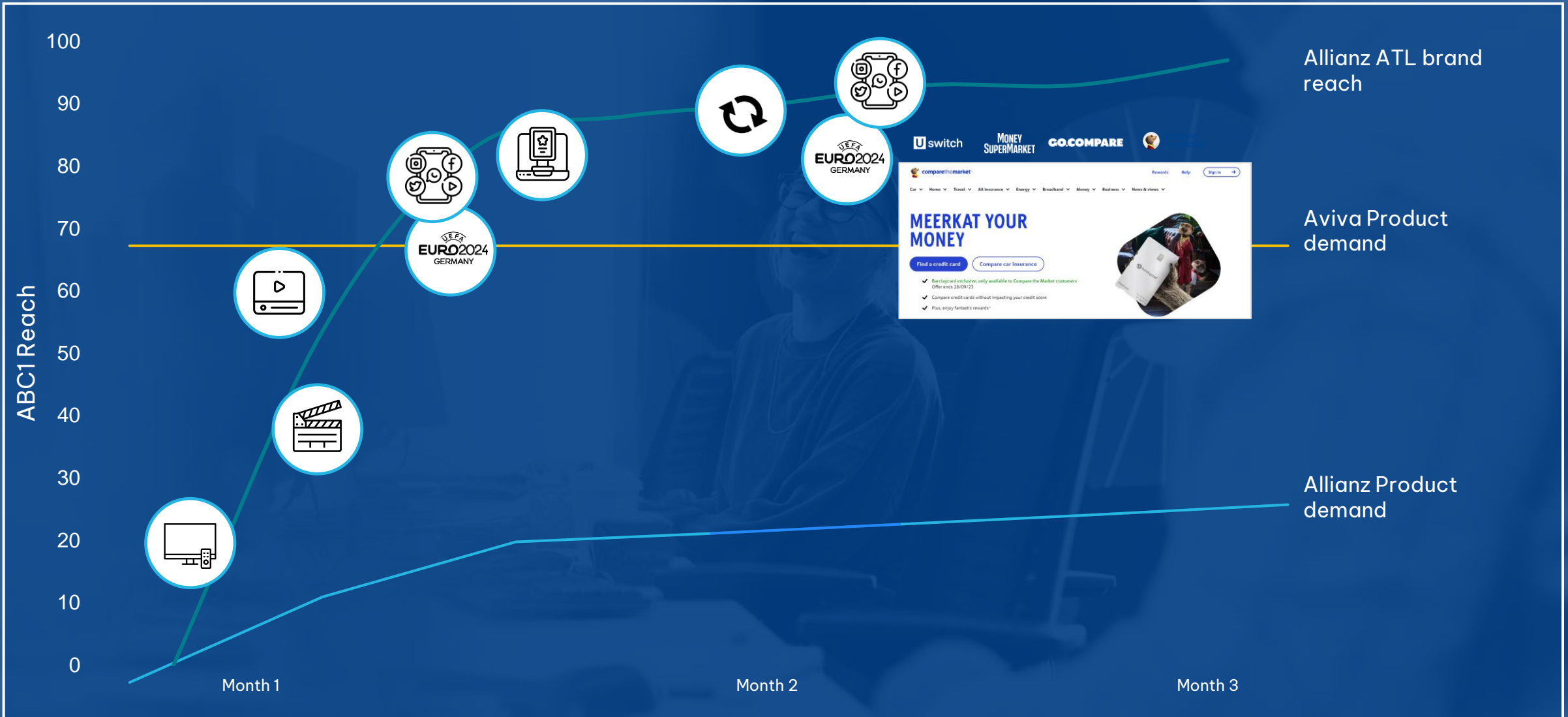
## Generic PPC visibility will drive efficient ROI but have a multiplier effect on your other channels



# The market is growing, and the cost of participation is stable, creating opportunity to break-in



# Our Catalysing Confidence phase will reach 28.6m ABC1 ads





# Catalysing Confidence: Recap

<b>Allianz mission</b>	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
<b>OMD solution</b>	Prestigious, distinctive partners for an elevated everyday presence	Commanding attention to push our ad awareness beyond the competition	Personalising to win high-value, high-propensity shoppers	Leveraging distinctive customer benefits to drive advocacy
<b>Catalysing Confidence</b>	Build quality perceptions	Maximise attentive reach	Harvest demand and claim market share	Rewards for early advocacy

# Maximising Confidence: Cementing our Role in Culture

<p><b>Allianz mission</b></p>	<p>Allianz as the #1 quality insurance brand</p>	<p>Allianz as the most visible insurer, every month</p>	<p>Allianz as the most customer centric</p>	<p>Allianz as the most publicly recommended</p>
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<p><b>Maximising Confidence</b></p>	<p><b>Cement the brand's role in culture</b></p>			



# Introducing the #SparkConfidence Academy



Leveraging international Home Nations footballers, management, and legends to deliver a curriculum of content that demonstrates how elite sporting talent manage confidence, on and off the pitch

**Official Insurance Partner of**  
Home Nations Football

**Unofficial Confidence Partner of**  
Home Nations Football





# Post-launch our football partnership builds in stature and depth



Maximising Confidence through a branded content series with rewards at its heart

With ongoing media amplification opportunities through the season





# Reaping the benefits of the Home Nations partnership long-term

Surround domestic friendlies and qualifiers



Activated around future major tournaments



#SparkConfidence Academy ongoing activations



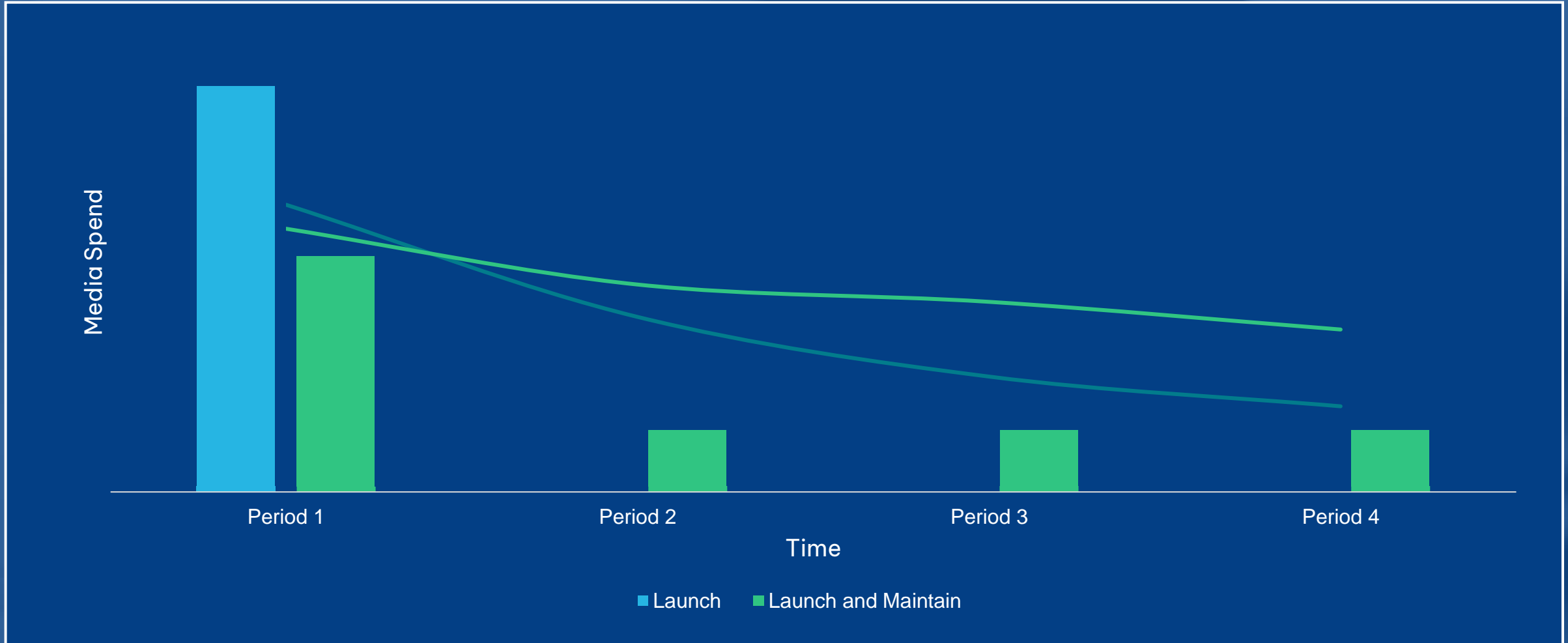
Deepening access to rewards to drive recommendations



# Maximising Confidence: Sustaining Attentive Reach Efficiently

<p><b>Allianz mission</b></p>	<p>Allianz as the #1 quality insurance brand</p>	<p>Allianz as the most visible insurer, every month</p>	<p>Allianz as the most customer centric</p>	<p>Allianz as the most publicly recommended</p>
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<p><b>Catalysing Confidence</b></p>	<p>Build quality perceptions</p>	<p>Maximise attentive reach</p>	<p>Harvest demand and claim market share</p>	<p>Rewards for early advocacy</p>
<p><b>Maximising Confidence</b></p>	<p>Sustain attentive reach efficiently</p>			

# We know that investing heavily in a shorter period of time will have a disproportionate impact on awareness



# Maximising attentive monthly reach

Shorter **attention** formats

**Efficiency** through moments



# Longer attention doesn't always mean *better* attention

Shorter attention isn't bad, it's just different

Embrace planning approaches that deliver holistically across long and short

## LONGER ATTENTION

Deepen brand connection  
 Launch new brand  
 Updated brand story  
 Complex propositions

Emotional brand stories &  
 Rational explanations

Broad audiences

>2.5  
secs

## SHORTER ATTENTION

Drive existing memory structures  
 Launch simple NPD Refresh mental  
 availability/saliency  
 Recency

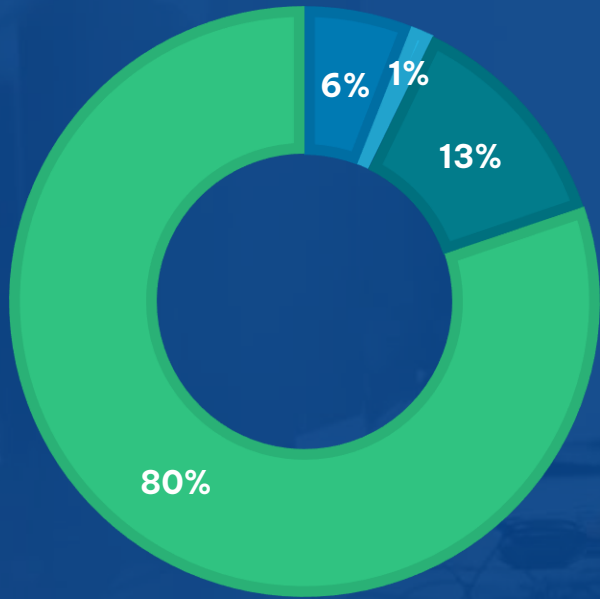
Distinctive formats &  
 Fit for platform assets

Narrow audiences

<2.5  
secs

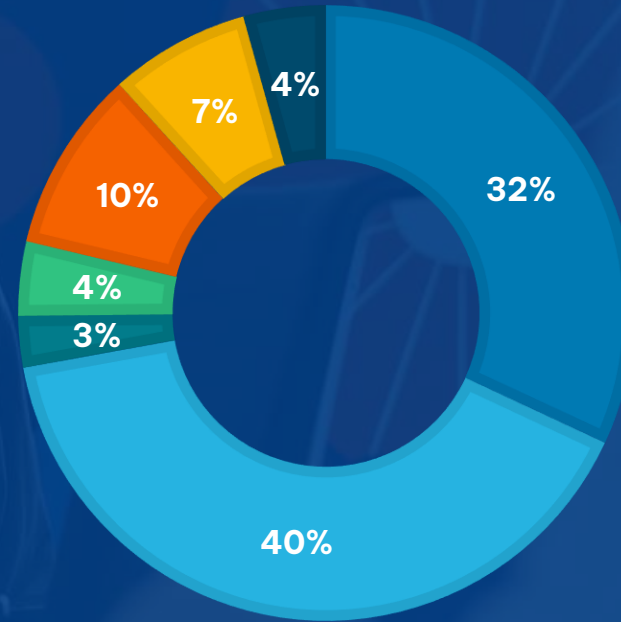
# Which has an impact on the device and format we choose

All Individuals: 3hrs, 37 mins (c.70% total video day)



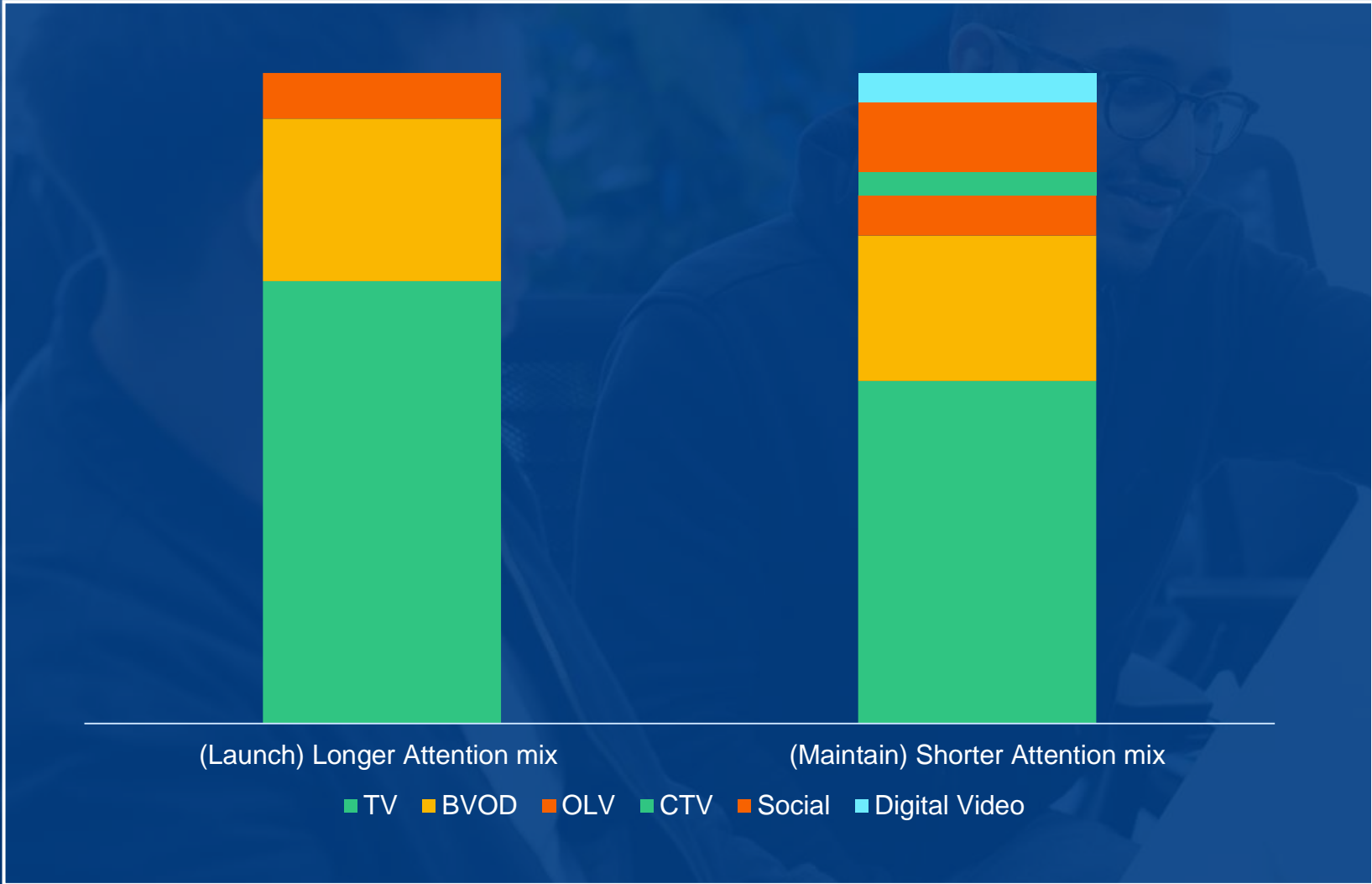
YouTube DVD Subscription VOD Broadcaster TV

All Individuals: 1hr, 26 mins (c.30% total video day)



Tik Tok YouTube Facebook Other Online Video Adult XXX Subscription VOD

# Which will change our AV mix



Shorter TV time lengths

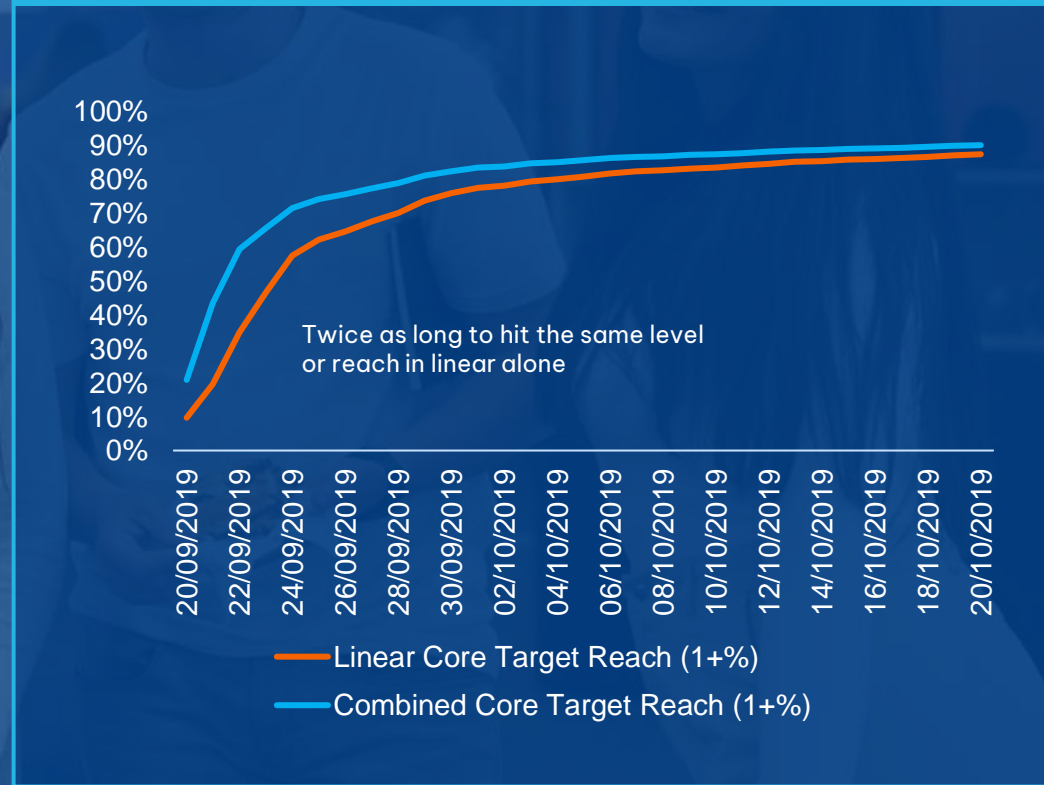
Increasing reach for less

# Meticulously planning to optimise monthly reach across all AV channels

## 60% of LV='s TV spots are zero rated



## Adsmart Reach Booster

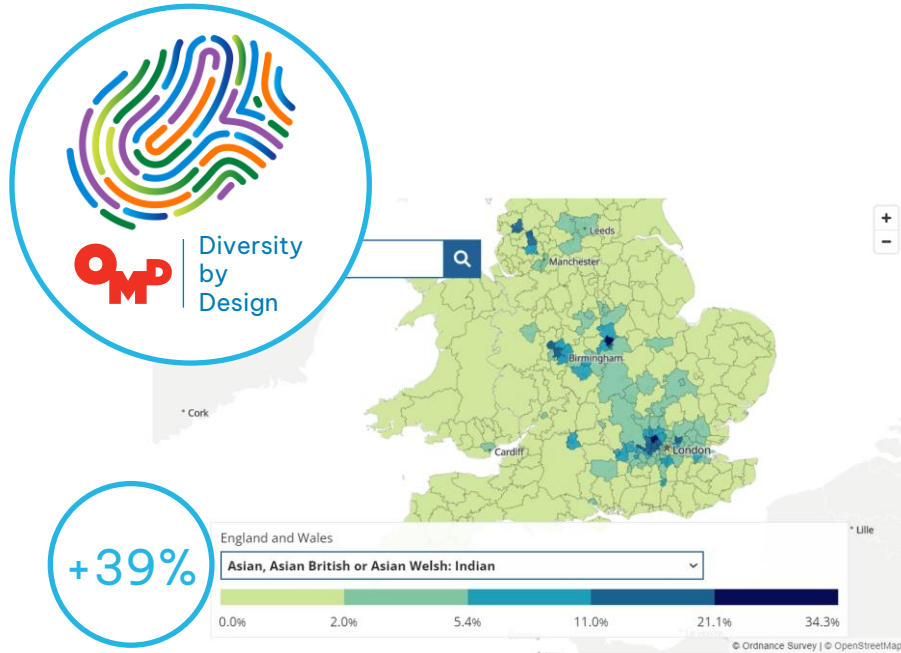


Source: Source: LV= TV Activity (Techedge AE+K2 (Nov 22)/Zero rating spot analysis 4-10 Sep 2023



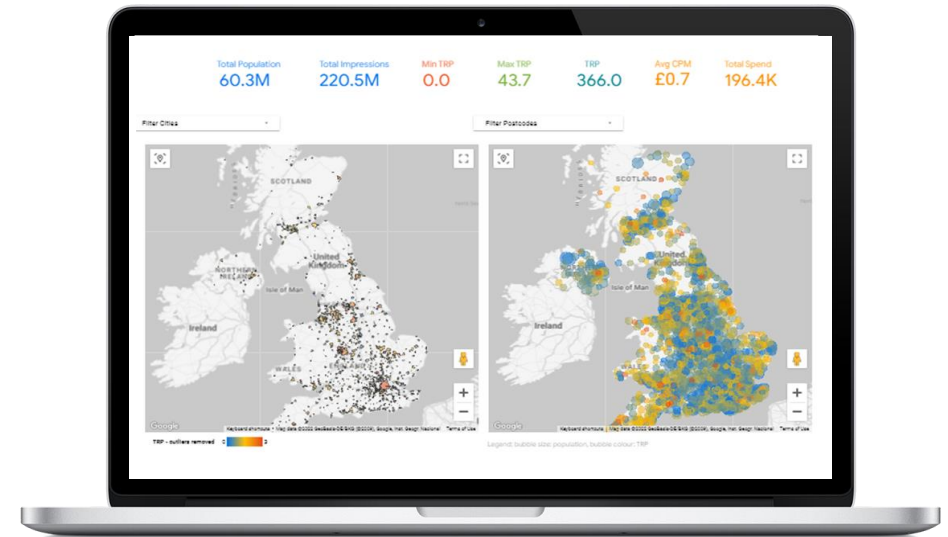
# In-campaign optimisation to ensure reach against our broad audience

## Increase in Ethnic audiences in latest Census

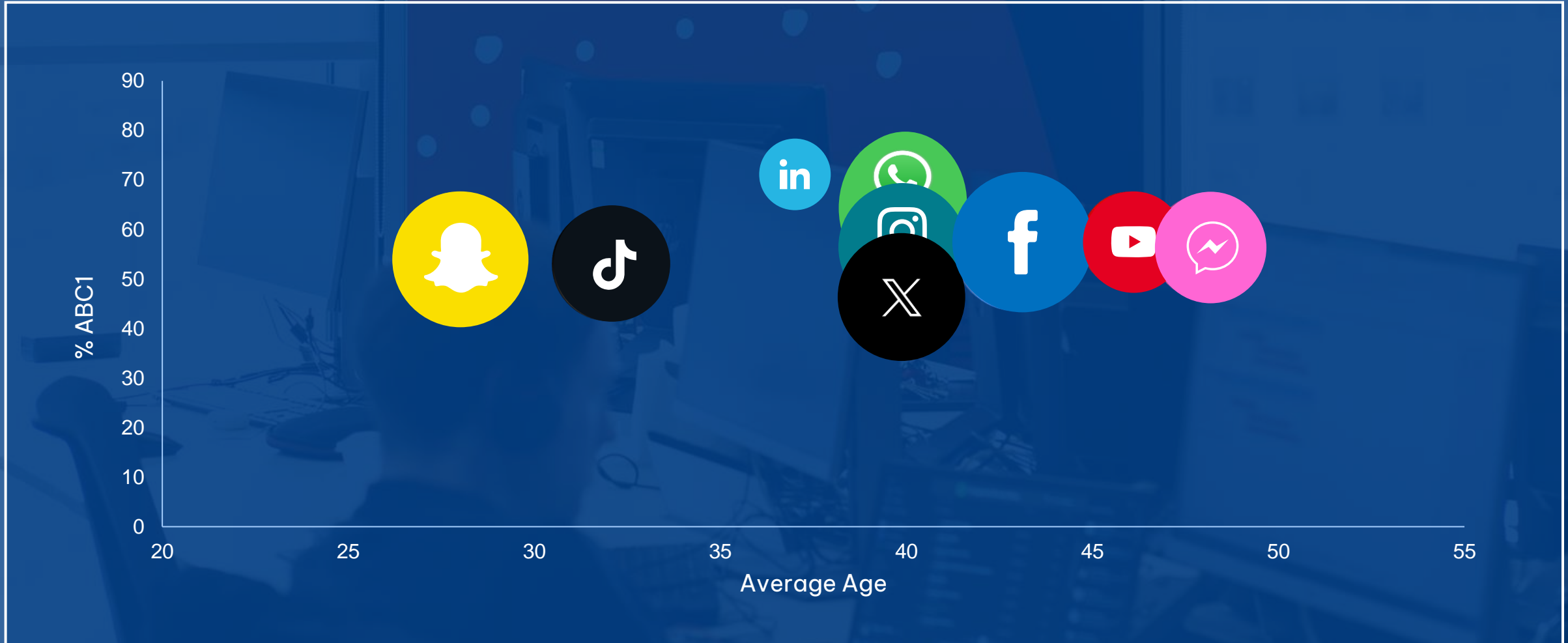


4M panel

## How we reach everyone – best tactics



# Our shorter attention platforms drive reach against the broad audience



# Planning formats across platforms drive reach not frequency



Reach & Frequency

Meta Moments



First Commercial

First Lens



Timeline Takeover

Timeline TO Trend+

Trend+

Reach Block

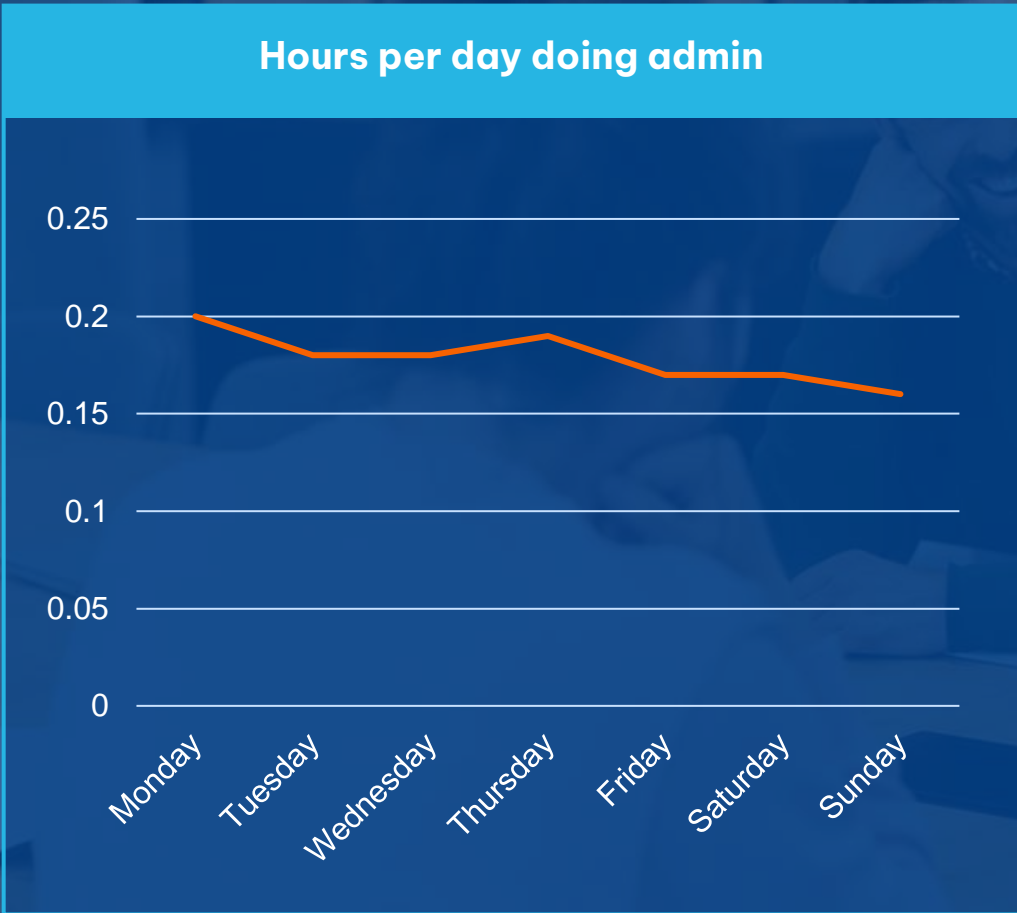


Top View

Top Feed

Pulse (Beta)

# Consistent radio presence in moments where top of mind awareness is key



### Global Radio Tenancy Partnership

First in break  
Highest reaching daily spot  
100% SOV in ad break

heart CLASSIC fm CAPITAL

+

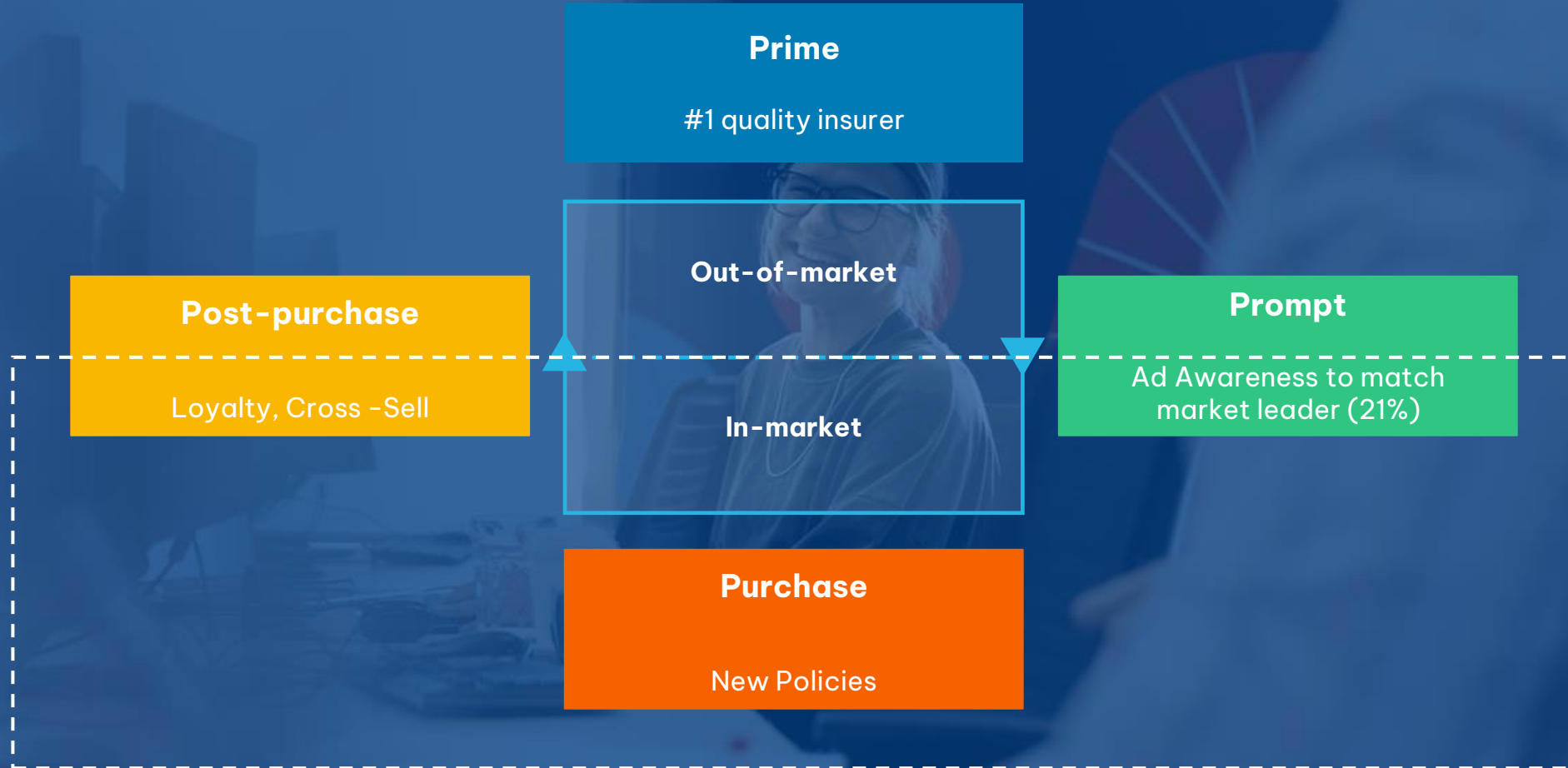
news:nk SOLUS | ENVIRONMENT | REACH GTN UNITED KINGDOM



# Maximising Confidence: Ensuring Incrementality and Profitable Growth

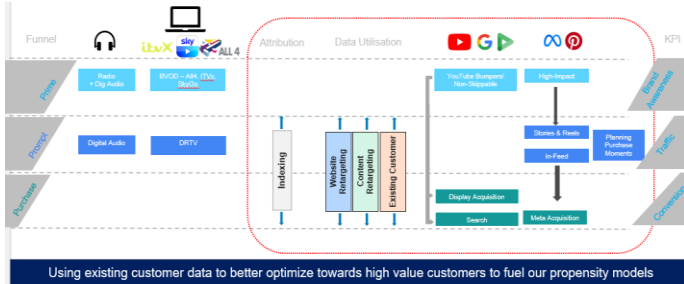
<b>Allianz mission</b>	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
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<b>Catalysing Confidence</b>	Build quality perceptions	Maximise attentive reach	Harvest demand and claim market share	Rewards for early advocacy
<b>Maximising Confidence</b>			Ensure high value incrementality	A single view to deliver tailored reassurance

# Sustainable growth through market leading data capabilities



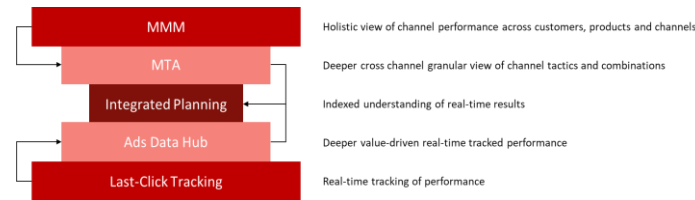
# We achieve maximum growth by leveraging OMD's data driven capabilities

## Better Insights



Effectively evolving our channel mix based on the latest measurement framework aiding to work out optimum levels

## Better Decisions



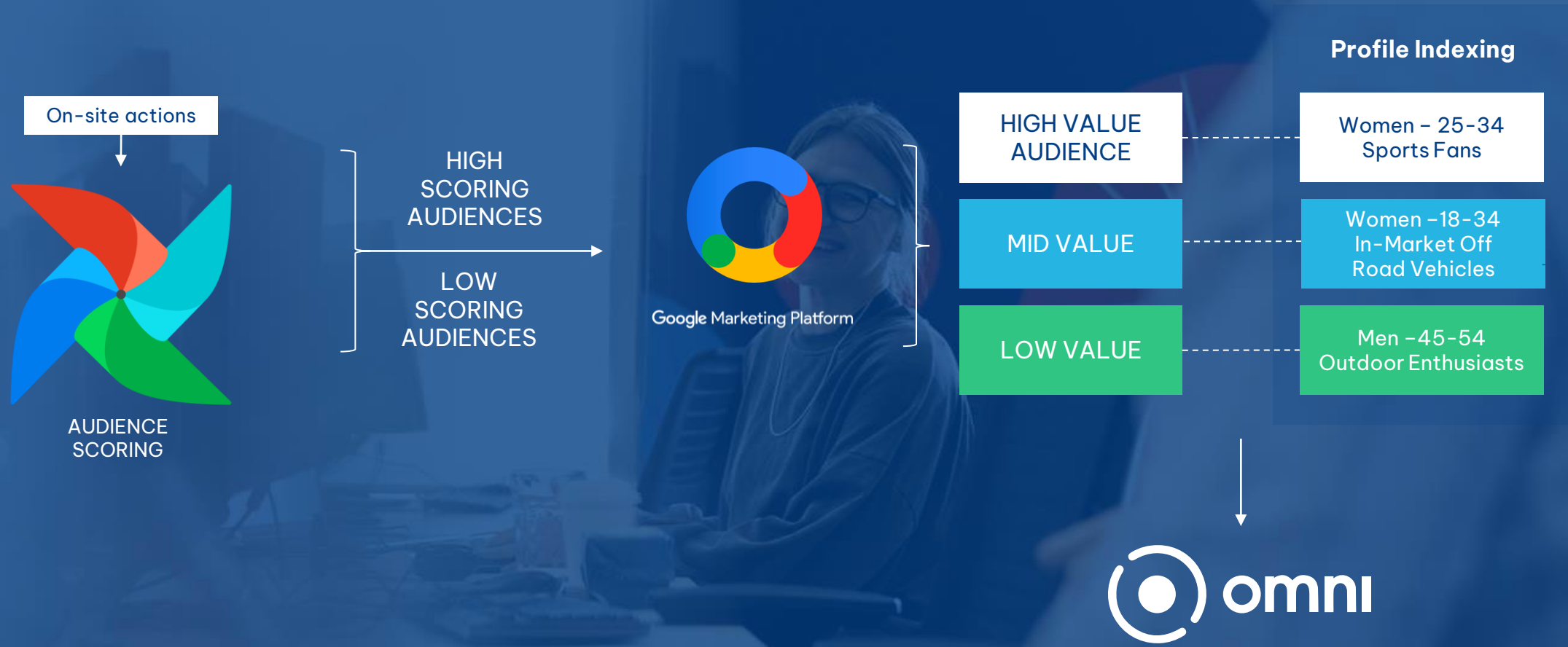
Evolving our measurement framework to provide stronger links between our media and business outcomes

## Better Efficiencies



Utilizing OMD proprietary tools to minimize wastage and keep paid activity hyper targeted and personalized

# Data maturity leads to better audience insights that can drive value back through the funnel – Introducing AIR



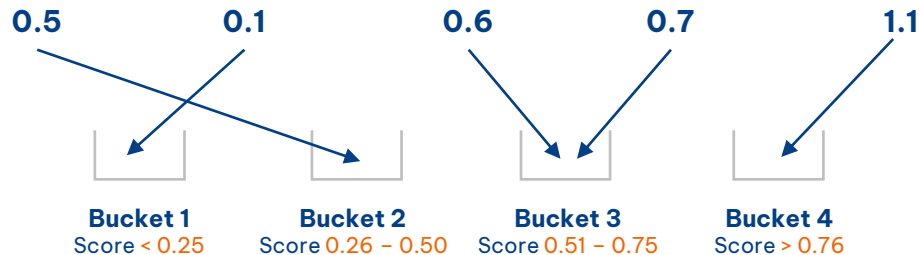
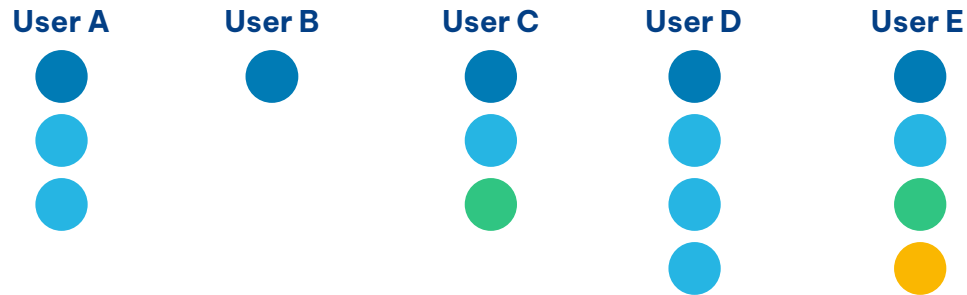


# Whilst also driving significant performance benefits in addressable channels

## Value per 'action'

- **Non-bounce**  
Value: 0.1
- **Product page**  
Value: 0.2
- **Added to cart**  
Value: 0.3
- **Purchased**  
Value: 0.5

User actions and how they are segmented based on their total score  
*'Users' could be evaluated using their GA clientId or userId if they have logged in*



# With better measurement we can also make a powerful link between MMM and LC

Holistic view of true performance across all channels in the funnel



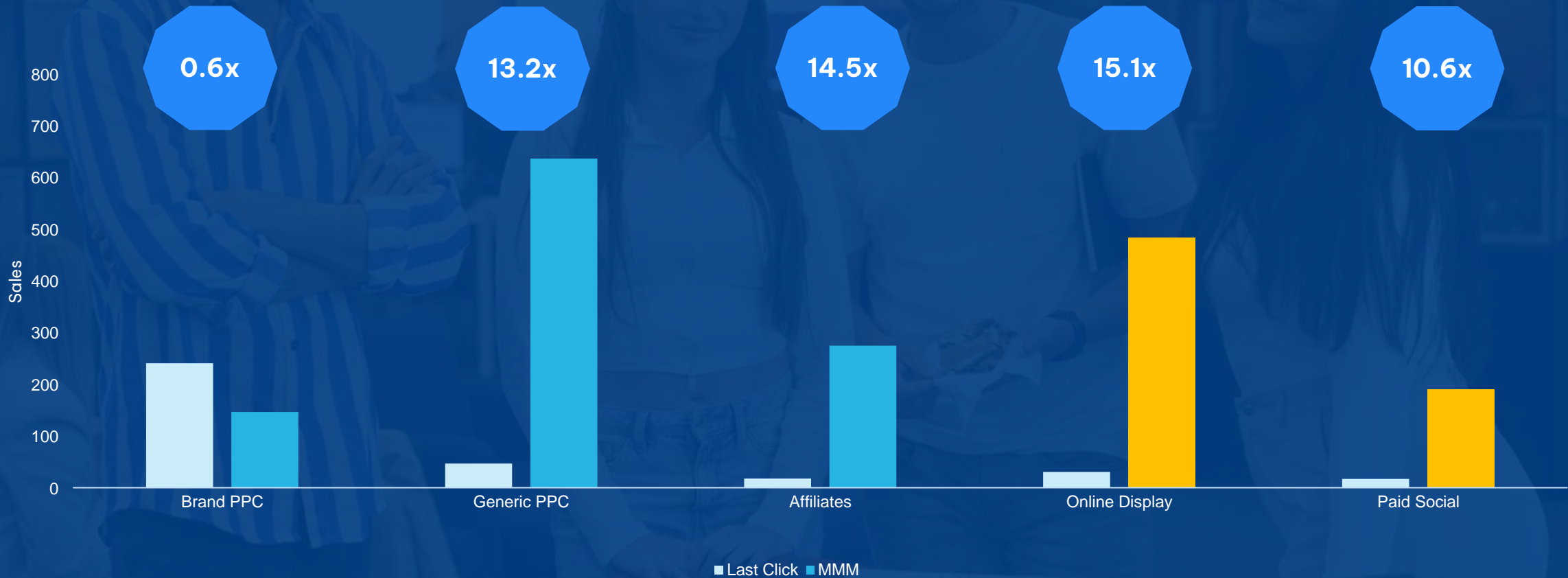
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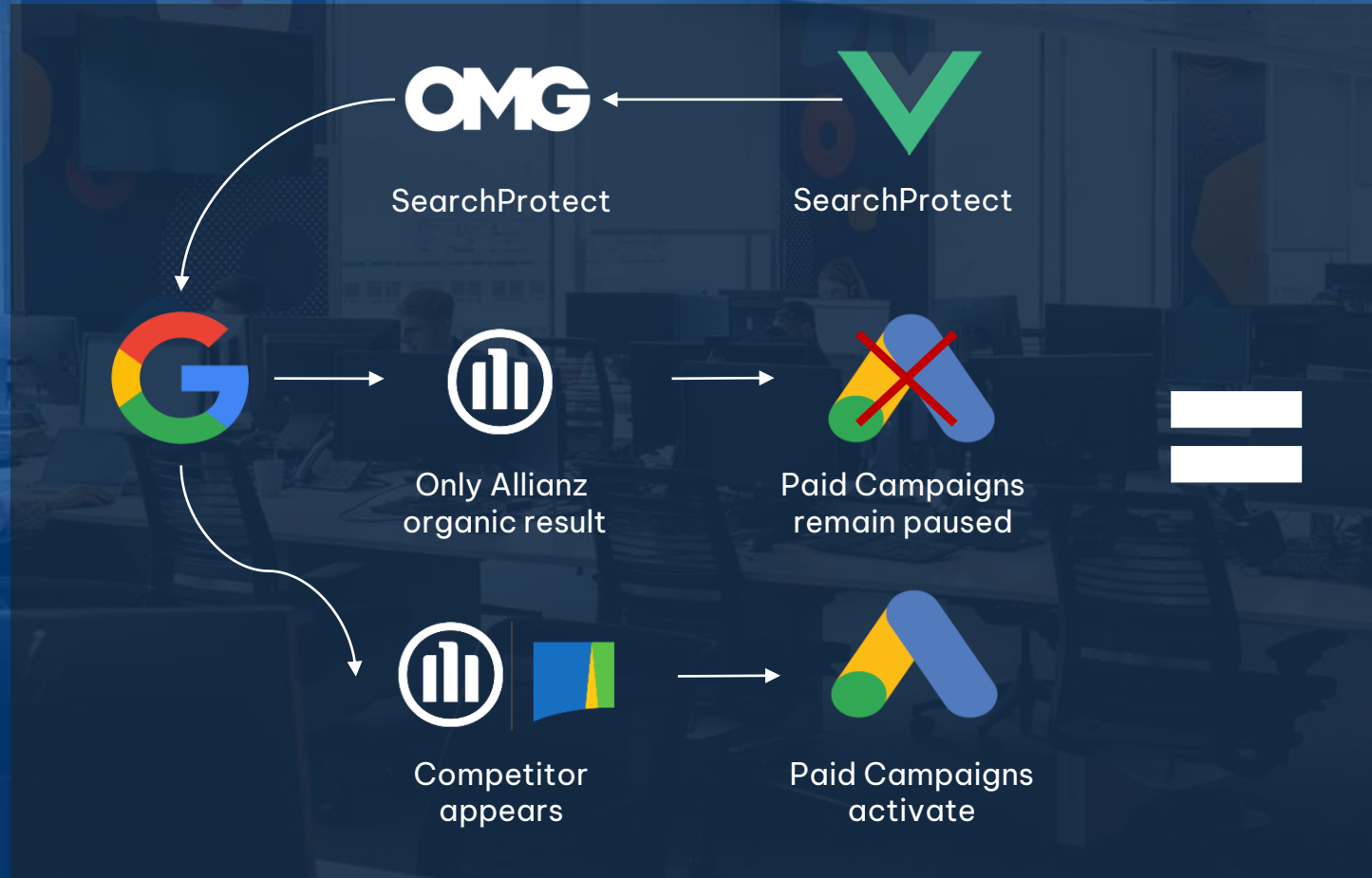
# This helps us optimize our media in real-time and plan for business outcomes

Mapping MMM index to last click enables us to rapidly adjust our buying strategy & activation tactics





# All while working towards hitting better efficiencies

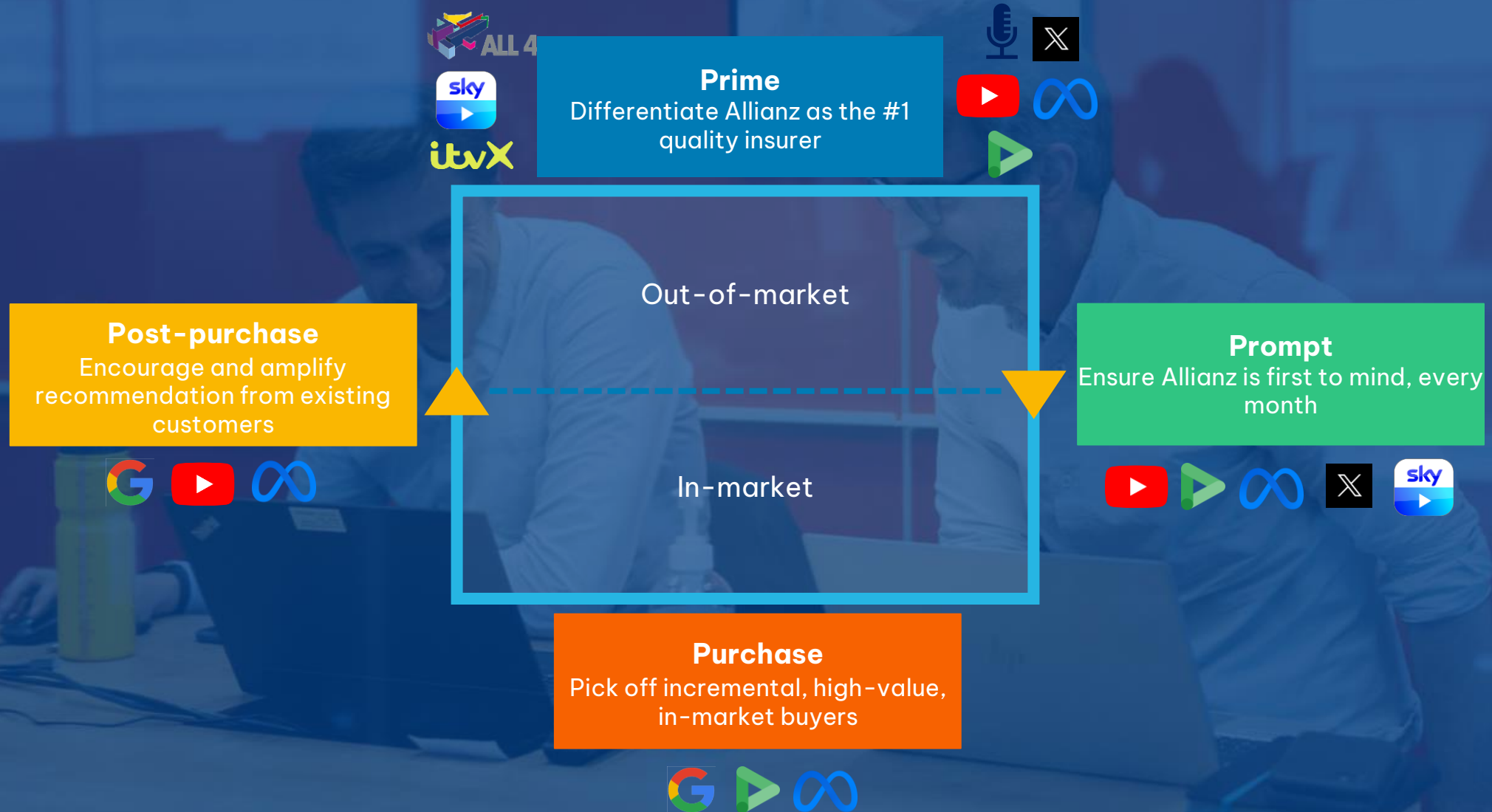


**£200K**  
Cost Saving

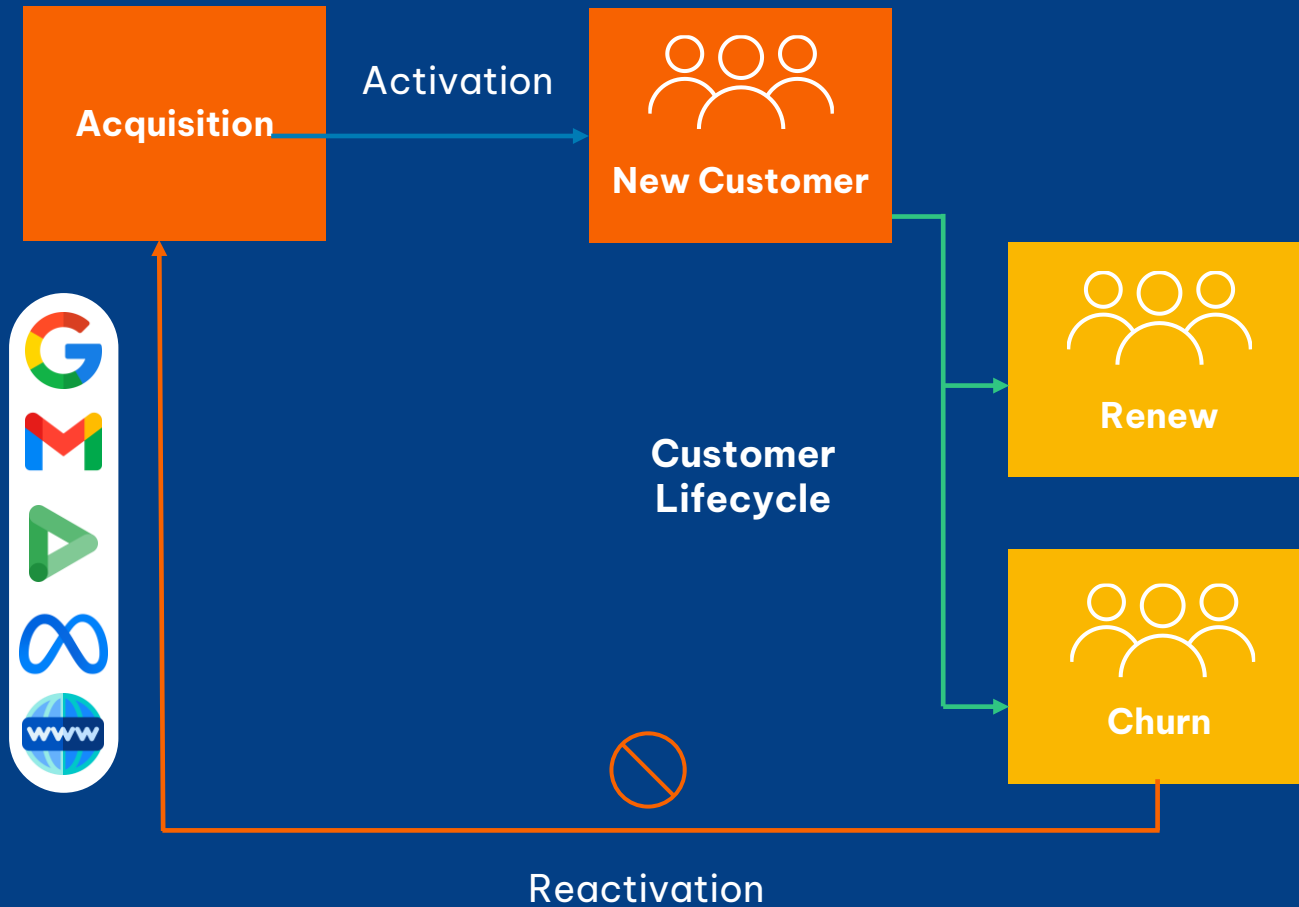


**5%**  
Boost in sales

# Full funnel planning limits wastage from brand to conversion but also passes valuable insight back up the media plan



# Performance media should be as incremental as possible, avoiding low-hanging fruit



It costs **70%** more to  
-----  
**acquire a new customer  
than to retain one**



# A robust, 8-month roadmap towards a single customer view



Futureproof **data collection (tracking) on owned platforms** to boost first-party data volume & quality



Test **incremental performance of first-party data (CRM)** as custom audiences in key platforms



Scale audiences using **lookalikes in buying platforms**, whilst developing first-party data modelling



Implement a Customer Data Platform (CDP) and/or Clean Room to **orchestrate audiences across platforms**



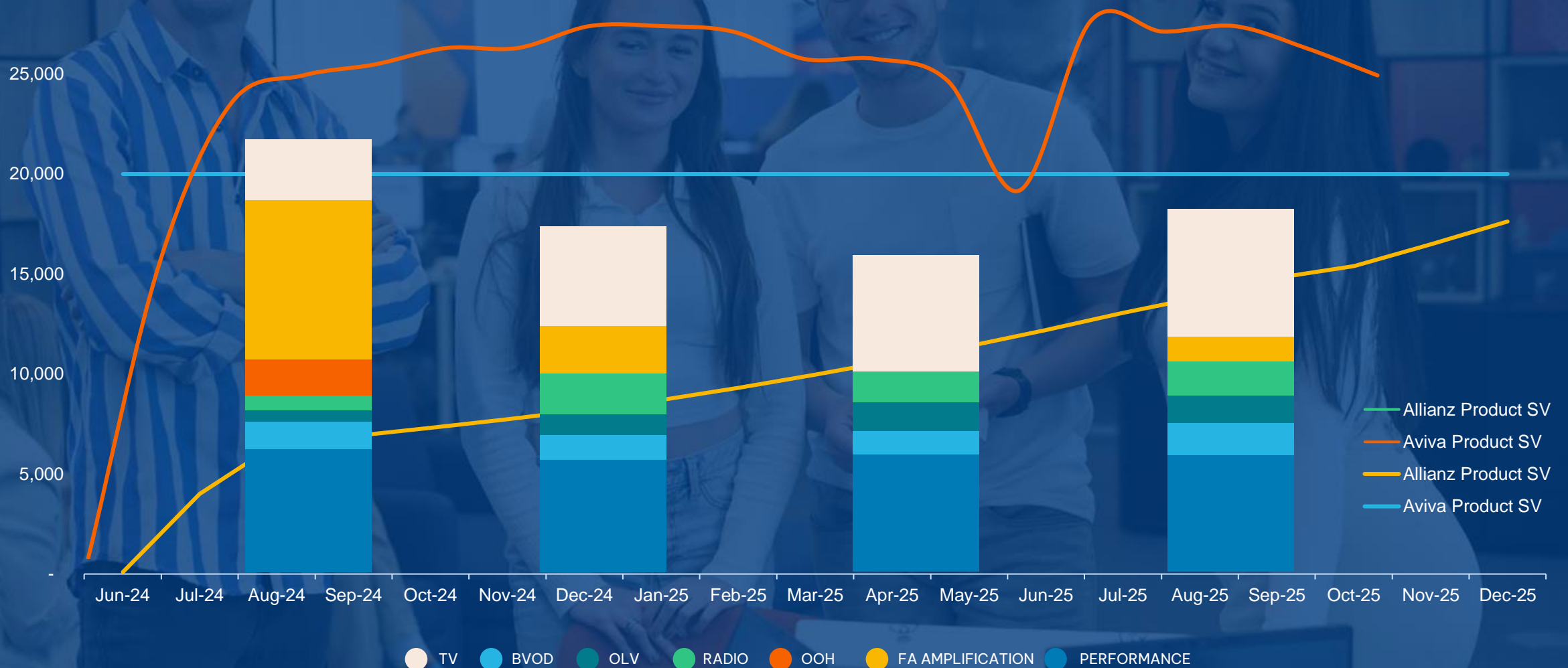
Build Decision Engine to **optimise messaging across audiences**, channel, platform and in-market signals



# In the battle for retention, we have an ace to play



# A plan that drives awareness where we need it with the right attention levels



# Maximising Confidence: Recap

<b>Allianz mission</b>	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
<b>OMD solution</b>	Prestigious, distinctive partners for an elevated everyday presence	Commanding attention to push our ad awareness beyond the competition	Personalising to win high-value, high-propensity shoppers	Leveraging distinctive customer benefits to drive advocacy
<b>Catalysing Confidence</b>	Build quality perceptions	Maximise attentive reach	Harvest demand and claim market share	Rewards for early advocacy
<b>Maximising Confidence</b>	Cement the brand's role in culture	Sustain attentive reach efficiently	Ensure high value incrementality	A single view to deliver tailored reassurance

# In Activation we will respond with agility to shifting business needs and new scenarios



Growth Mapping



Audience Empathy



Planning



Activation &  
Measurement



# Agility in Activation, enabled by Connected Impact

Connected

## Thinking

Using the flexibility of the Design toolkit to deliver new scenarios and re-plans at pace

Connected

## Platform

Leveraging the Omni reporting suite to respond to the latest intelligence in real time

Connected

## People

Bringing the Core 4 and key specialists together to provide a fully integrated response

# Real-time reporting, regular meetings and a focus on intelligence based decision-making



A dashboard in one consistent template with interactive insight and aggregated data



Performance Planner for more accurate budget planning between channels for optimal channel mix



Daily dialogue and agile decision making amongst the Core 4, with a war-room approach as needed



# Media Activation Plan by month

Channel	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Budget
FA													£5m
FA Amplification													£3m
TV/BVOD	Higher Attention Launch		Shorter Attention Maintain										£14.2m
Online Video	Higher attention formats (YT Unskip)		Shorter Attention formats (YT, Meta, TikTok, smaller screens)										
Cinema	60" Gold Spot												£0.8m
OOH	Iconic formats												£0.6m
Radio	Global tenancy, efficient spot airtime												£2.7m
Performance - Car	Social, Programmatic, PPC Brand & Generic												£5.9m
Performance - home	Social, Programmatic, PPC Brand & Generic												£2.8m

	Year 1 - £35m	Year 2 - £25m
Pure Brand	£8m	£0.6m (£8.1m ex. Media budget)
Sales driving brand	£18.3m	£13m
Pure Performance	£8.7m	£11.4m

# A confident plan to get you to #1 UK insurance brand

<b>Allianz mission</b>	Allianz as the #1 quality insurance brand	Allianz as the most visible insurer, every month	Allianz as the most customer centric	Allianz as the most publicly recommended
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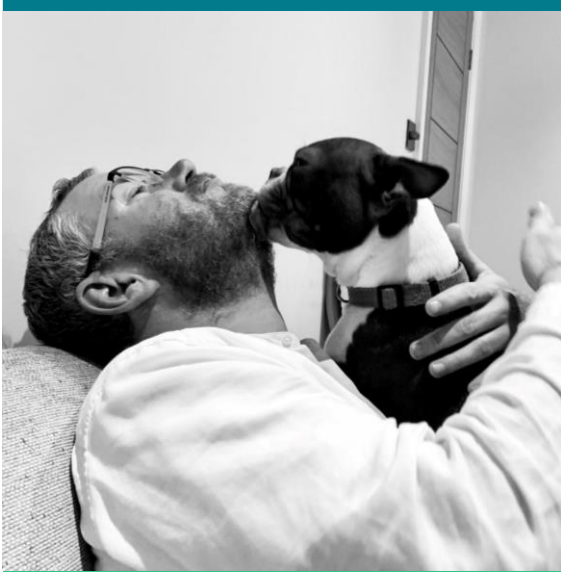
**Thank you**

# Petplan - The Alpha of the Pack

OMD UK x Petplan



# Meet the Petplan Core 4 team



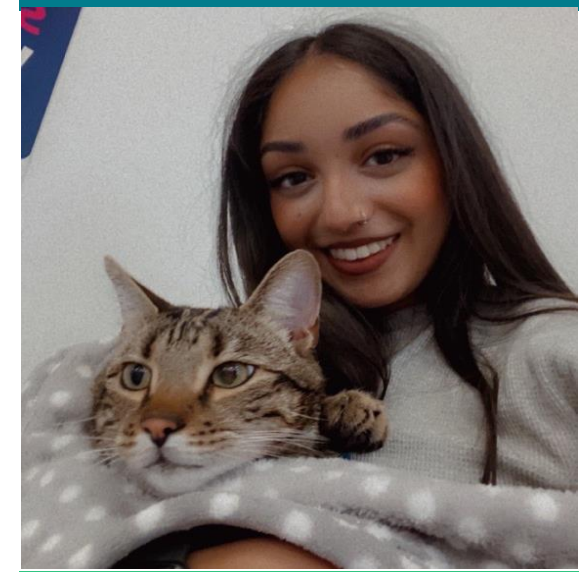
**Andrew O'Flynn (& Canis)**  
Exec Business Director  
*10 years at OMD*



**Alex Hyndman (& Ron)**  
Head of Paid Search  
*2 years at OMD*



**Hannah Stockton  
(& Marshmallow)**  
Head of Strategy, OMG ESG lead  
*10 years at OMD*

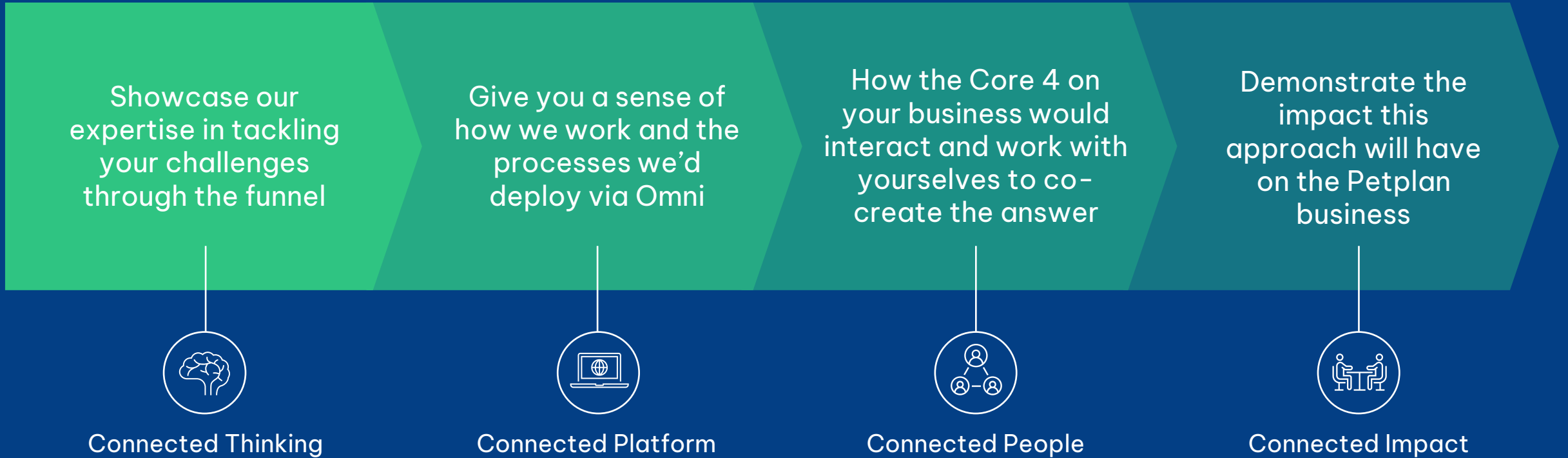


**Ammaarah Sheikh (& Benji)**  
Connected Performance  
Executive  
*1 year at OMD*



# How we want to use our time together

## Our intention is to:



Showcase our expertise in tackling your challenges through the funnel

Give you a sense of how we work and the processes we'd deploy via Omni

How the Core 4 on your business would interact and work with yourselves to co-create the answer

Demonstrate the impact this approach will have on the Petplan business

Connected Thinking

Connected Platform

Connected People

Connected Impact



# A device to help us explore our answer

Well - it wouldn't be a workshop without post-it notes!



## **Builds:**

Please use your green post it notes for these and place onto the relevant section of your place setting



## **Challenges:**

Please use your yellow post it notes for these and place onto the relevant section of your place setting

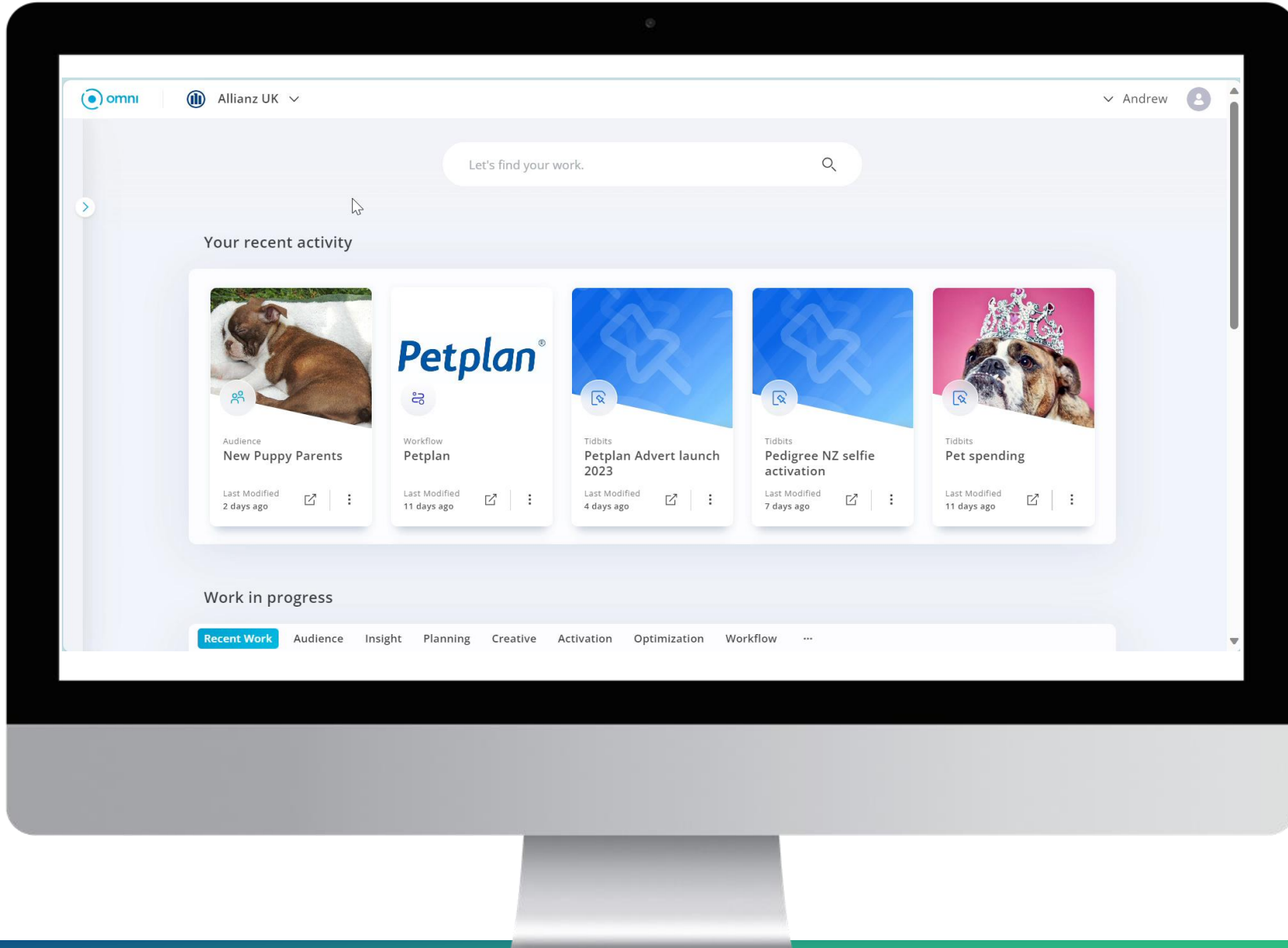


## **Questions / Additional Thoughts:**

Please use your blue post it notes for these and place onto the relevant section of your place setting

**To demonstrate the responsive, agile way we like to work and the important role that collaboration and listening play in our process, we will write up all of the notes and respond to all questions within 48 hours of the meeting**

# Welcome to our Petplan Omni Instance





**Omni is part tools-suite, part  
information-hub, part campaign  
planning collaboration space**



# Recap of the brief

Jul/Aug campaign to drive new puppy owners to Petplan.co.uk to get a quote and buy Petplan insurance

Demonstrate how you will leverage the combination of media, creative and data to optimise performance

40,000 sales,  
£5m

Media Plan – deliver a detailed media plan including recommended channels and partners & rationale

Reporting – show how you would monitor and report on campaign performance  
Ways of working – outline what working together would look and feel like

# Today

01

Where will growth come from?

02

How we plan to reach our growth audience and build Petplan salience with them

03

How we tackle the challenges in search for the benefit of July/August

04

Measurement – the biggest challenge and opportunity

# Unpacking our approach through the stages of design



**Growth Mapping**



**Audience Empathy**



**Planning**



**Activation &  
Measurement**

# Growth Mapping allows us to understand the challenge, its scale and the context we are operating in



**Growth Mapping**



**Audience Empathy**



**Planning**

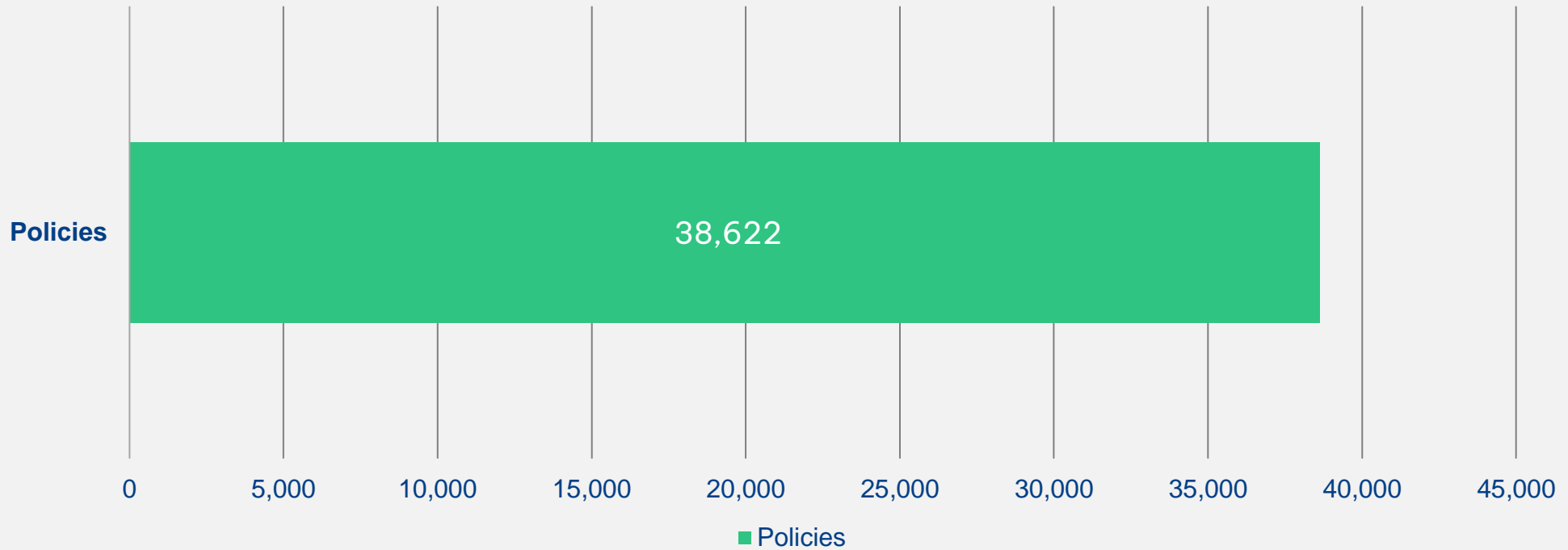


**Activation &  
Measurement**



# Dissecting your target of 40k, we estimate 38.6k baseline sales – which means our challenge is to grow efficiency

2022 delivery modelled to 2023 budget



# Pet Insurance is a cluttered and aggressive market

## Insurtech

ManyPets®

Waggel

napo

## Pet-centric

animal  
Friends  
Pet Insurance

4PAWS  
Pet Insurance

Purely  
Pets

## High Street Brands

TESCO  
Bank

John Lewis Insurance

Sainsbury's Bank

## Price Comparison Commodification

  
compare  
themarket™

GO.  
COMPARE

MONEYSUPERMARKET

# Petplan has clear category leadership




# Petplan has never been more valuable for owners

**NEWS**
Home | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture | Tech

Business | Your Money | Market Data | Companies | Economy | Technology of Business | CEO Secrets | Artifi

## Vet prices: 'I spent £12,000 on my pug'

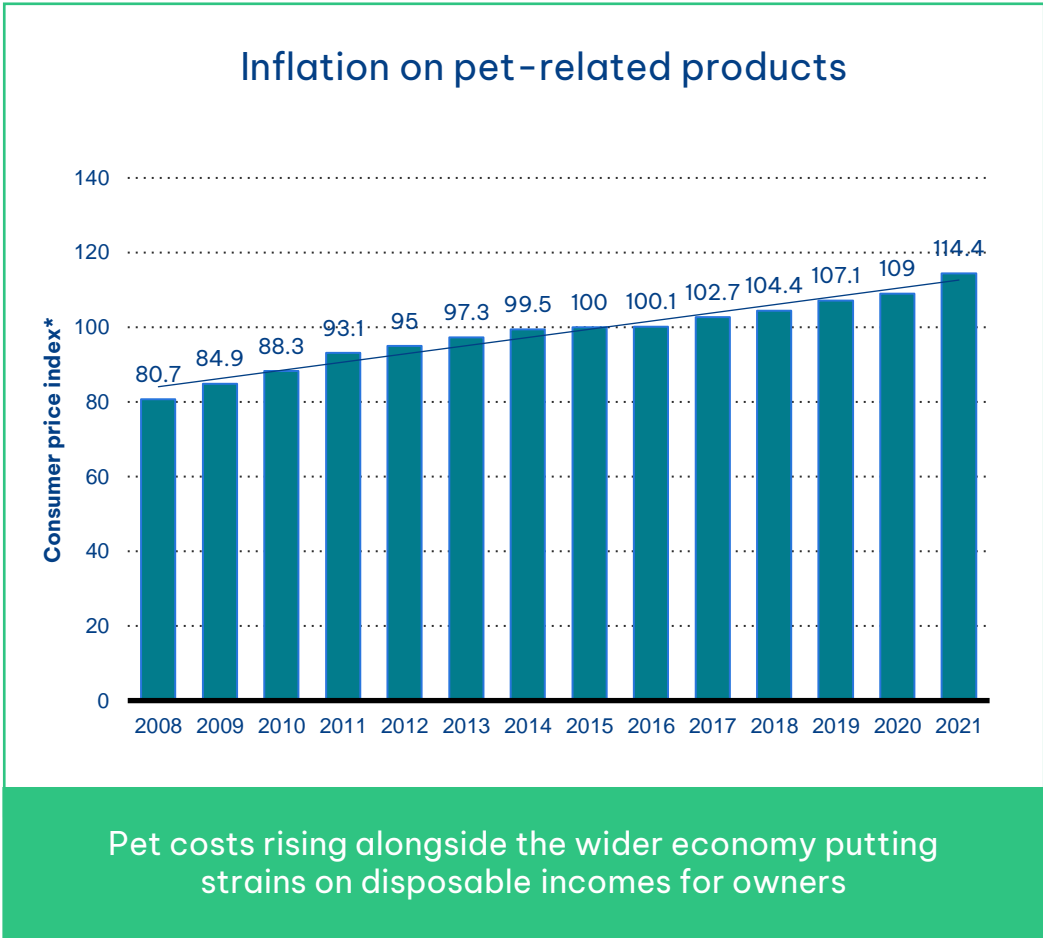
© 17 hours ago



**Watchdogs to probe soaring vet fees amid fears pet owners are being fleeced as treatment costs rise by 13% a year and some practices charge £40 just to see an animal**

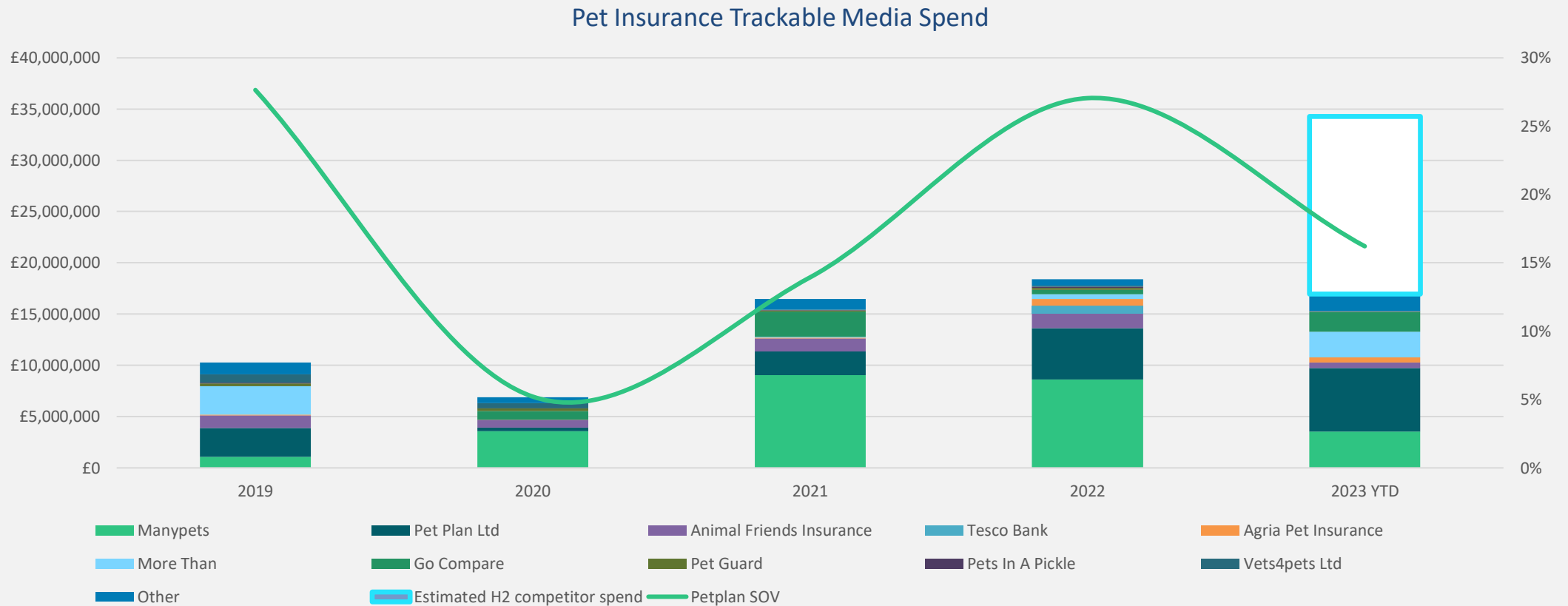
- It is worried pet owners are not given easy access to information about pricing

Vet costs increasing alongside rise in popularity of illness-prone Brachycephalic Dog Breeds

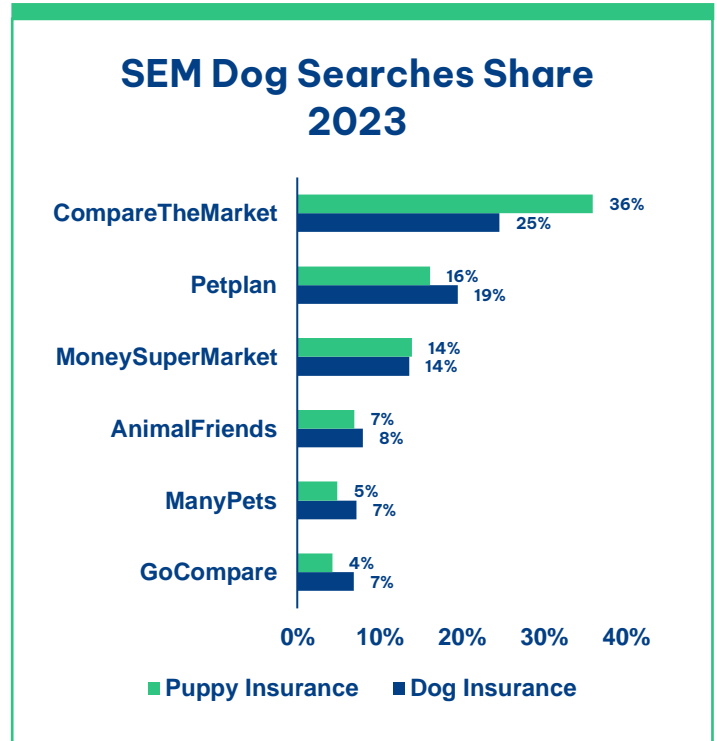
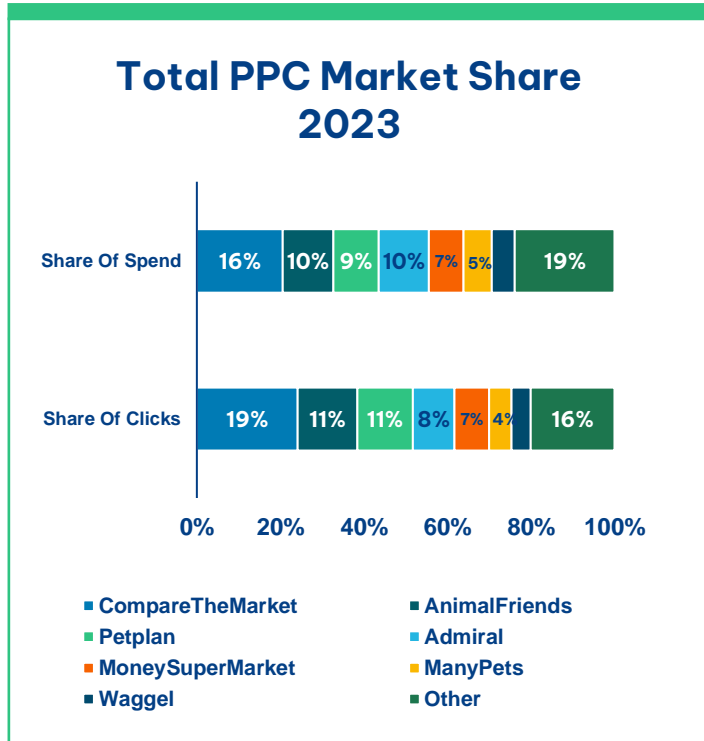
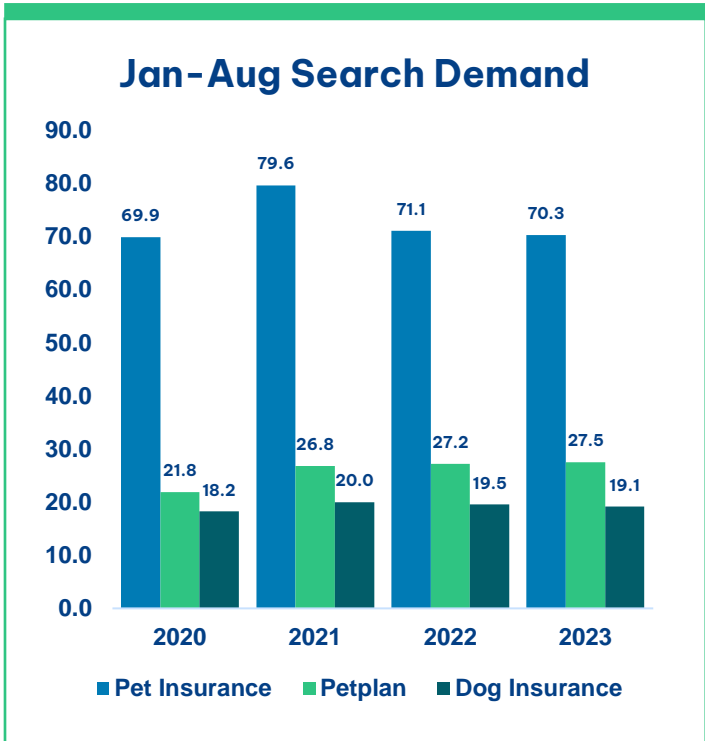




# Competitors are rapidly scaling spend

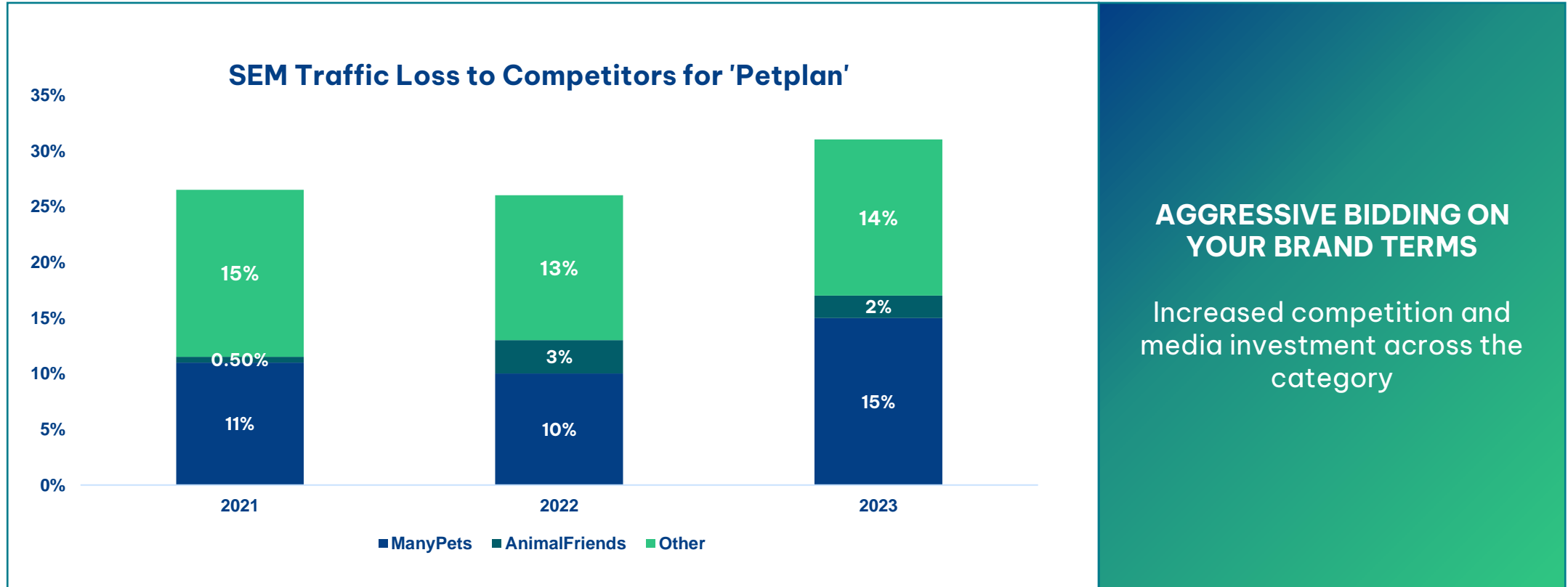


# You're the market leader in Search but the pack is closing in



Petplan search volumes up while the market has declined, showing strength of brand **BUT** ...PCWs dominate Search with stronger investment, owning 55% market where Petplan has no presence

# Brand strength is threatened through competitor bidding, increasing 20% YoY so far in 2023





Paul Grady  
**For the Love of Dogs** 

Sponsoring Dog related programming

**Sky Media announces partnership between ManyPets and Channel 5**

Pet insurance provider ManyPets will sponsor the 'Animal Tales' strand

**ManyPets are targeting existing dog owners to drive switching**



Dog experiential at Kings Cross



Pet Shop & Dog Walk targeted OOH

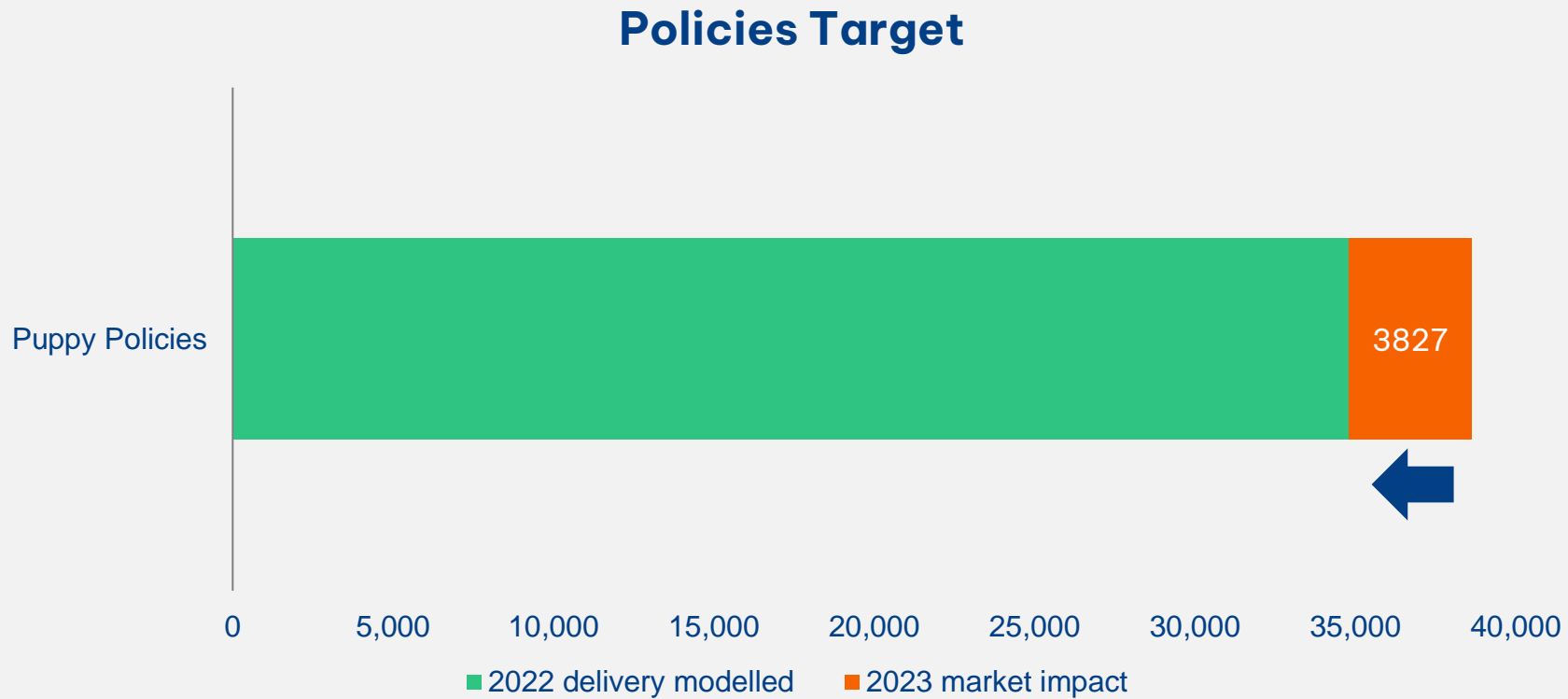
Presented by **ManyPets** Pet insurance 

**DogFest** 

Pet Event presence



**Based on the macro challenges in market, we estimate this would have between a 9-13% negative impact on conversion**



**Petplan leads the category  
and does the hard work for  
your competitors**

**Given the increased competition,  
without a new approach,  
Petplan conversion will  
decrease YOY**



**To grow share, we need to identify  
new ways to differentiate and ensure  
Petplan remains 'Alpha' of the pack**

# Audience Empathy – understanding who to target and how



Growth Mapping



Audience Empathy




Planning



Activation &  
Measurement



# Broad targeting makes sense from a total dog owner universe



*“ABC1, female,  
18–55years, who see pet  
as part of their family and  
more interested in quality  
than price”*

Petplan UK Brief

## Current Dog Owners

53% are ABC1

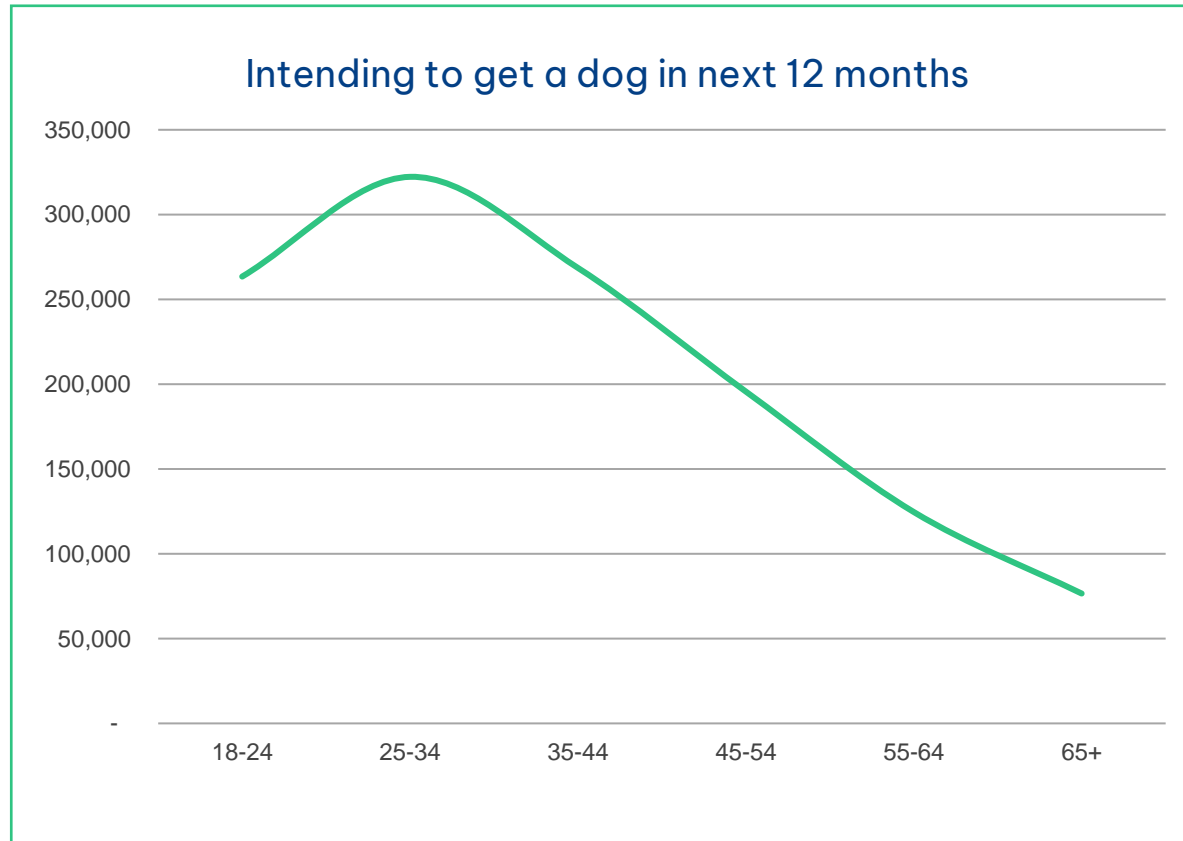
64% are 18–55yrs

55% are Female

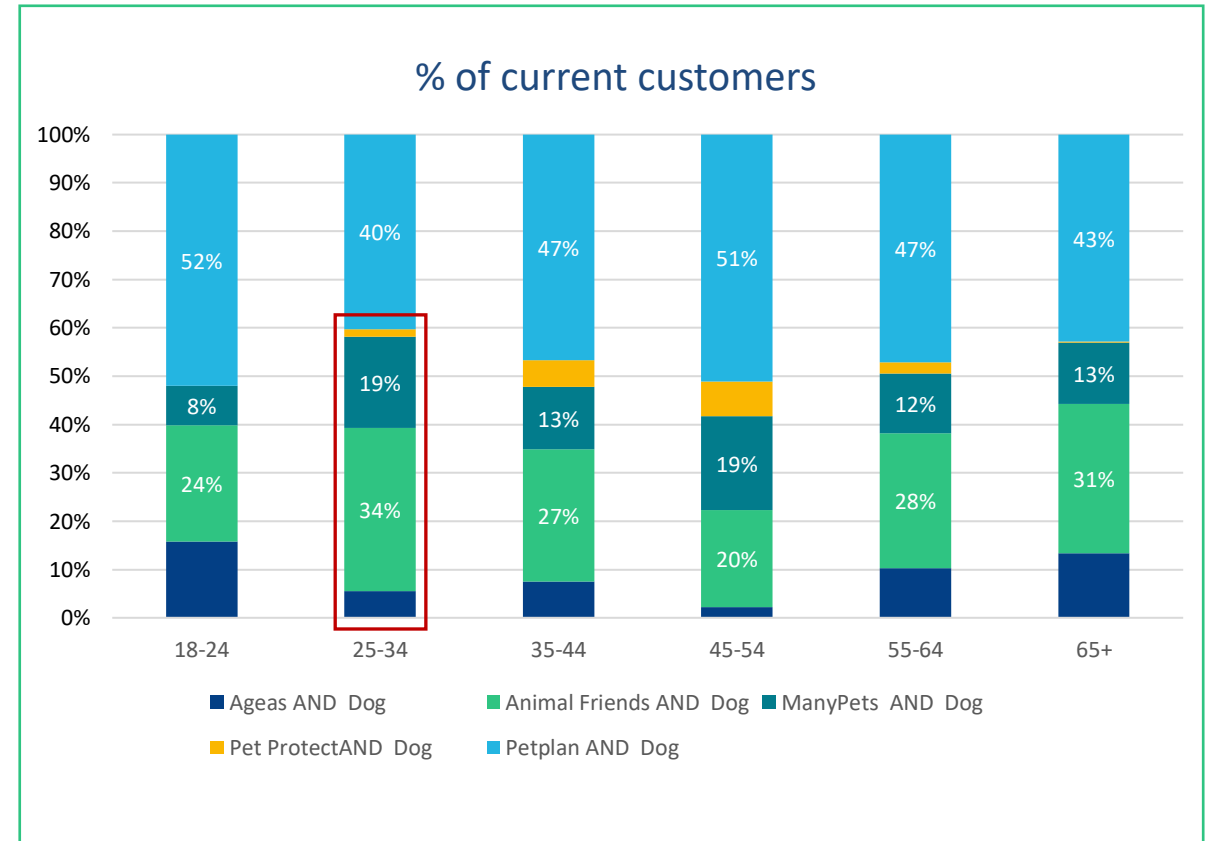
78% of Dog owners say they are either part of the family or like a child to them

33% say money is no object when it comes to my dog

# Demand intent spikes with 2534s and this is your weakest age cohort

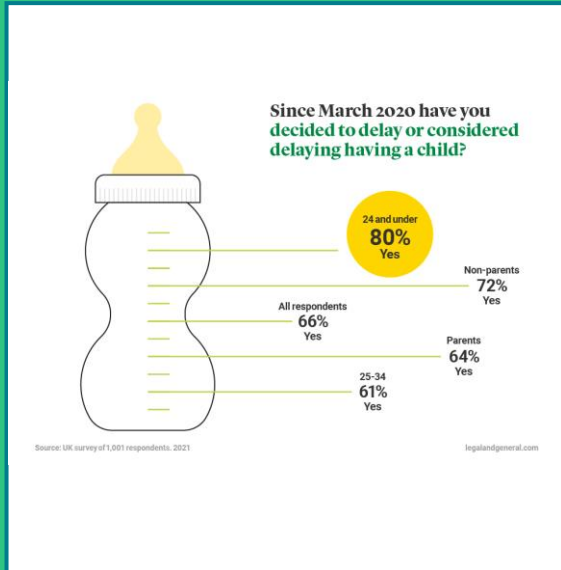


2.6x more 2534s in market for a puppy vs 5564s

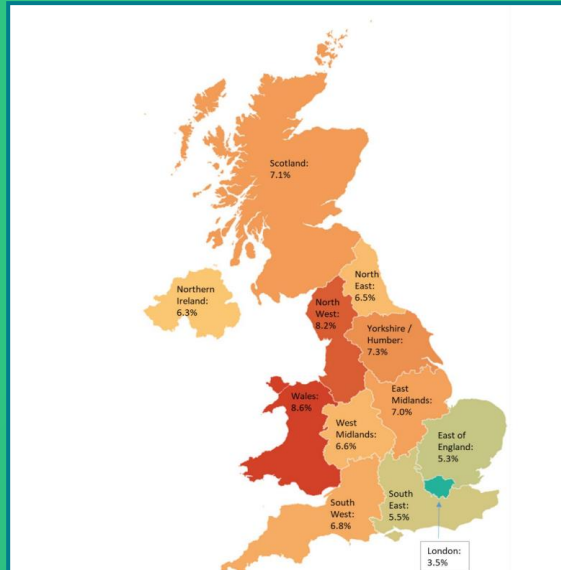


2534 is the only age group where ManyPets & Animal Friends make up 50% of existing customers

# There is no single factor driving puppy demand, but a number have accelerated post-Covid



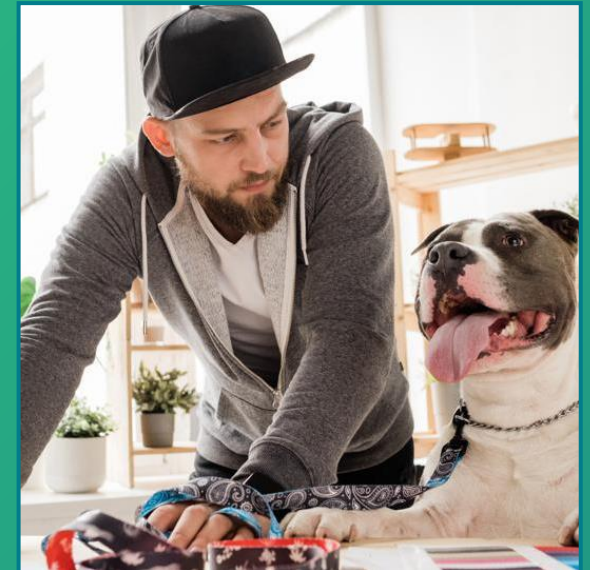
**Delaying starting a family**



**The Race for Space drove de-urbanization of 25-34s**



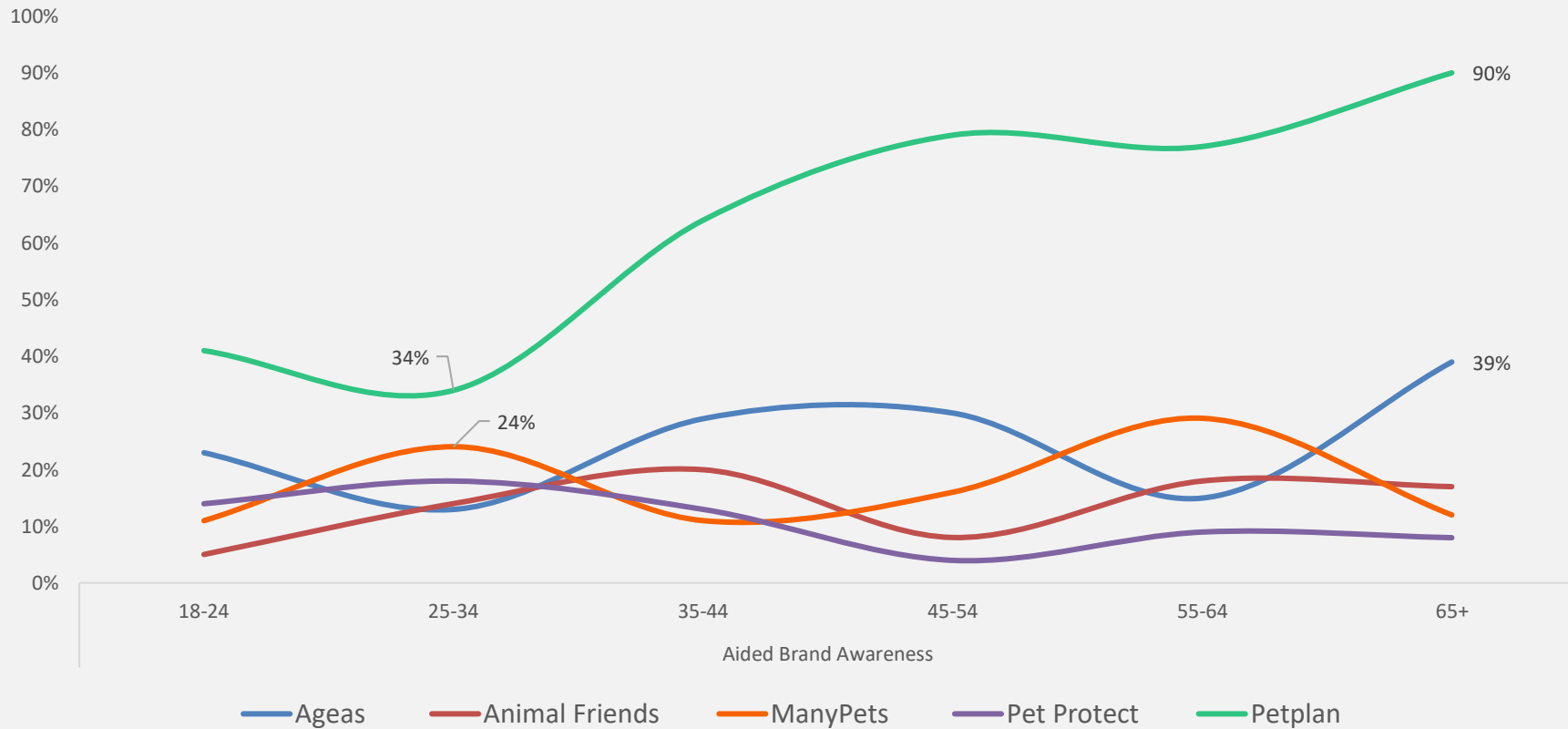
**Loneliness has become a health crisis with sub-35 high risk**



**Less time in office makes puppy ownership more viable for many**

# Growth will come from younger audiences where you have the lowest salience

Aided Brand Awareness against buying a dog in next 12 months



Source: YouGov Profiles September 2023

**2.6x**  
more 2534s vs 5564s in market for a new dog in next 12 months

**34%**  
Brand salience of Petplan lowest for 2534s vs all other ages



# ...and those who are First Time Puppy Parents



**1.25m total New puppies annually**

- Younger
- More researching
- More emotional decision
- Strongly influenced by WOM
- More premium
- Over index for high income
- Seeking guidance and a trusted partner

- Established insurance behaviours inc. PCWs
- Less researching
- More rational
- Petplan brand established
- High policy retention in subsequent years so switching is hard

**When people have a baby, they look to Pampers as the quality trusted leader in the category. A trusted brand matters more in an emotional situation. The Pampers Club invites people into a community.**

**Puppy Parents also want quality and worry about getting it right. We will build Petplan into a trusted partner – like Pampers – for First Puppy parents.**

# We have built a rich understanding of First Time Puppy Parents



## First Time Puppy Parents

### Sources of Growth

c.755k New Puppy Parents in 2024

### Audience Type

64% are millennials or Gen Z with younger males more likely than older to be active in purchase

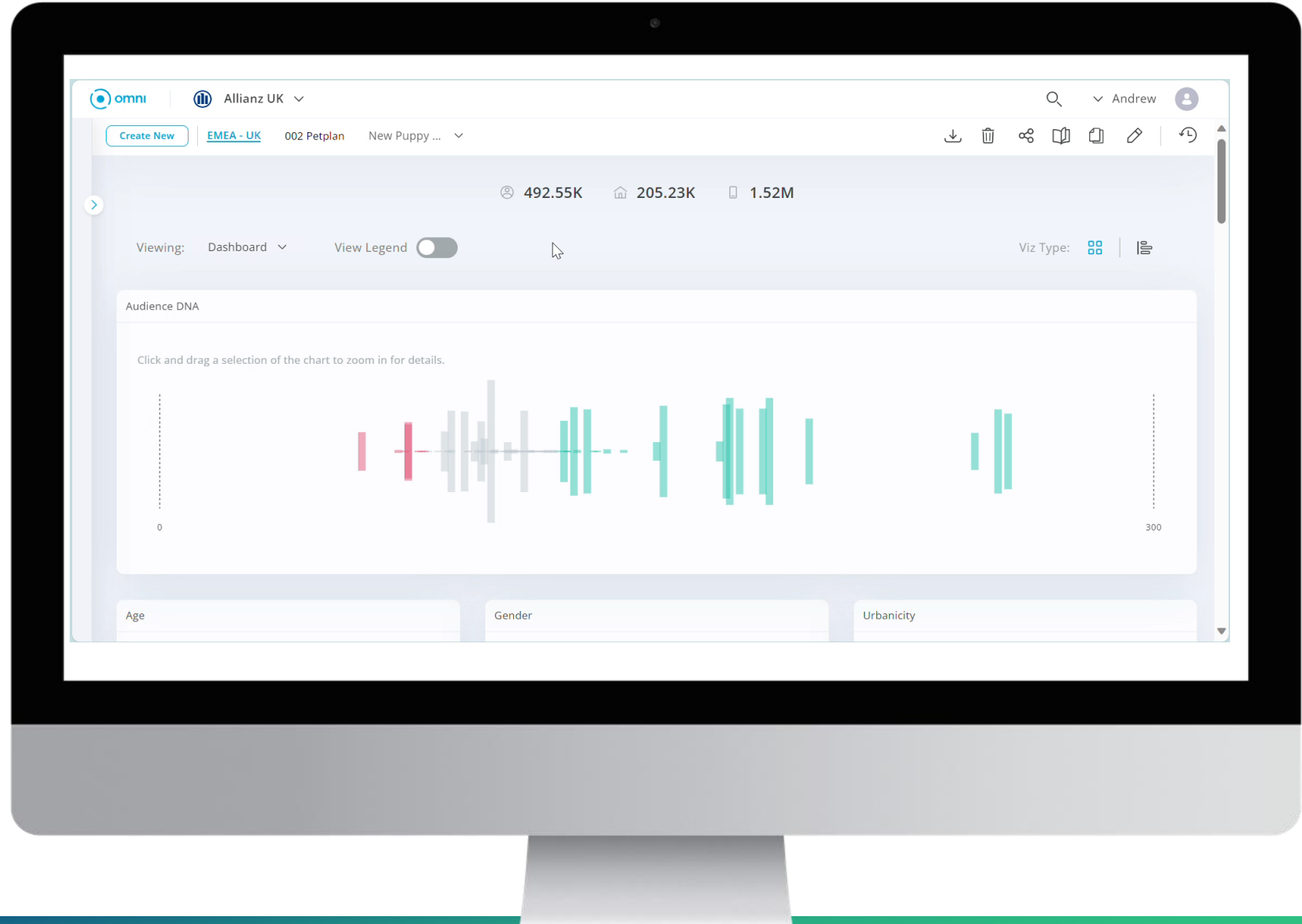
### Descriptors

- 90% of puppy parents spend up to 6 months researching the different facets of ownership
- They are younger than the cohort of existing puppy owners,
- Getting established in life
- View a puppy as building out their family
- Rely heavily on digital content to navigate their lives

### Media Components

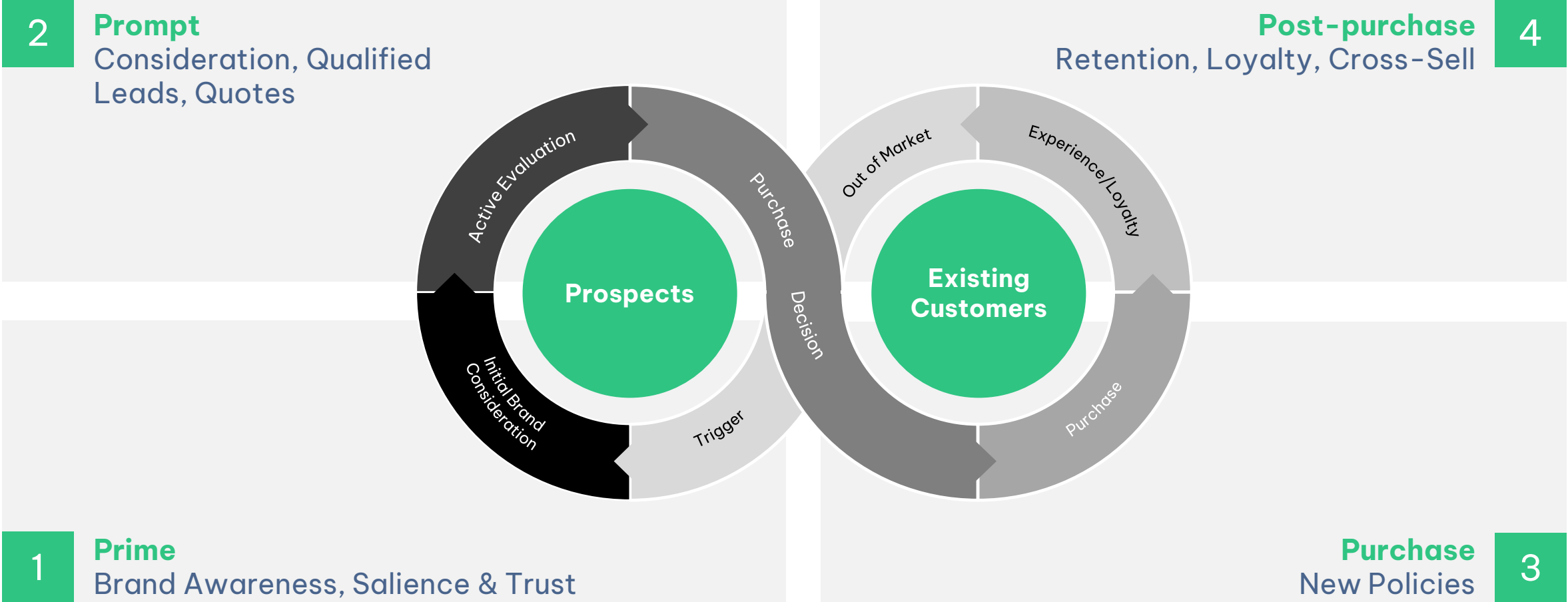
Heavy social users (Meta for reach, but 29% are active on TikTok)  
AV remains key with 37% actively noticing TVCs,  
Followed by digital adverts at 31% actively noticing these comms

# We can isolate our First Puppy Parents in Omni Audience Explorer





# We need to understand the Customer Journey for New Puppy Parents



# Buying your first puppy is a more complex journey vs those buying additional or replacement dogs

## Prime

### Puppy Research phase

- 90% of New Puppy Parents watch content on puppy ownership, breeds, pros & cons
- 30% search for breeders
- 30% visit puppy sites

**Emotional triggers:**  
Lonely, companionship,  
nesting, kids

**Avg. 6 months exploring the idea of getting a puppy**

## Prompt

### Prepping for puppy phase

- Create a 'things to buy' list
- 32% of pet care purchases are e-commerce
- 8.7% of kibble is bought online 2022

## Purchase

### Puppy insurance phase

- 61% of New Puppy Parents will be looking for insurance
- 55% will default to PCWs to get this done

## Post Purchase

### Puppy Ownership

- Majority of owners will visit their vets several times in their first year
- Most won't connect with their insurance supplier beyond any claims

# Currently your activity, and that of your competitors, focuses on the latter stages of the puppy journey

## Prime

### Puppy Research phase

- 90% of New Puppy Parents watch content on puppy ownership, breeds, pros & cons
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## Post Purchase

### Puppy Ownership

- Majority of owners will visit their vets several times in their first year
- Most won't connect with their insurance supplier beyond any claims

Pet Insurance market current focus in ATL – Petplan is #1

# Yet we have an opportunity to build brand affinity in the priming stage

Prime	Prompt	Purchase	Post Purchase
<p><b><u>Puppy Research phase</u></b></p> <ul style="list-style-type: none"> <li>- 90% of New Puppy Parents watch content on puppy ownership, breeds, pros &amp; cons</li> <li>- 30% search for breeders</li> <li>- 30% visit puppy sites</li> </ul>	<p><b><u>Prepping for puppy phase</u></b></p> <ul style="list-style-type: none"> <li>- Create a 'things to buy' list</li> <li>- 32% of pet care purchases are e-commerce</li> <li>- 8.7% of kibble is bought online 2022</li> </ul>	<p><b><u>Puppy insurance phase</u></b></p> <ul style="list-style-type: none"> <li>- 61% of New Puppy Parents will be looking for insurance</li> <li>- 55% will default to PCWs to get this done</li> </ul>	<p><b><u>Puppy Ownership</u></b></p> <ul style="list-style-type: none"> <li>- Majority of owners will visit their vets several times in their first year</li> <li>- Most won't connect with their insurance supplier beyond any claims</li> </ul>

Where Petplan can own white space

Pet Insurance markets current focus in ATL – Petplan is #1





# Make Petplan part of the triangle of trust along the journey



**Vets**



**New Puppy  
Parents**

*Puppy buying journey*

**Petplan**

 Petplan




**Breeders**

# Analysis by our proprietary tool Q, shows a need for emotional, inclusive and relevant communications



Non-traditional families is currently the predominant trend driving conversations around Puppies



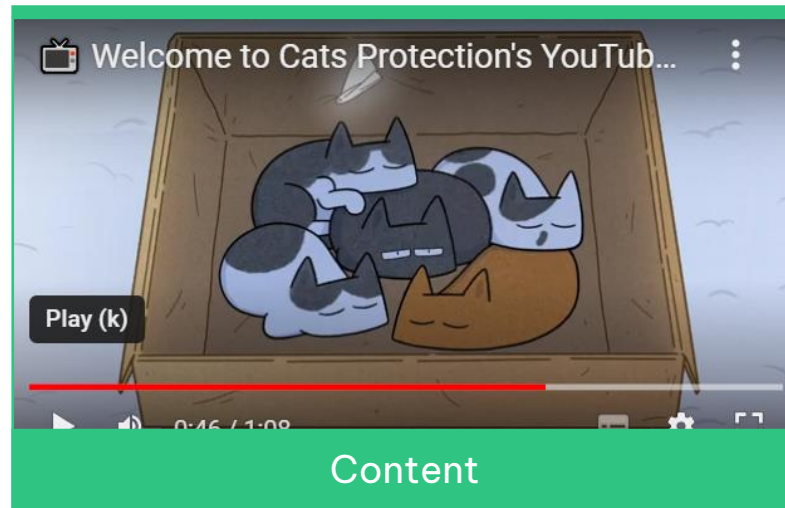
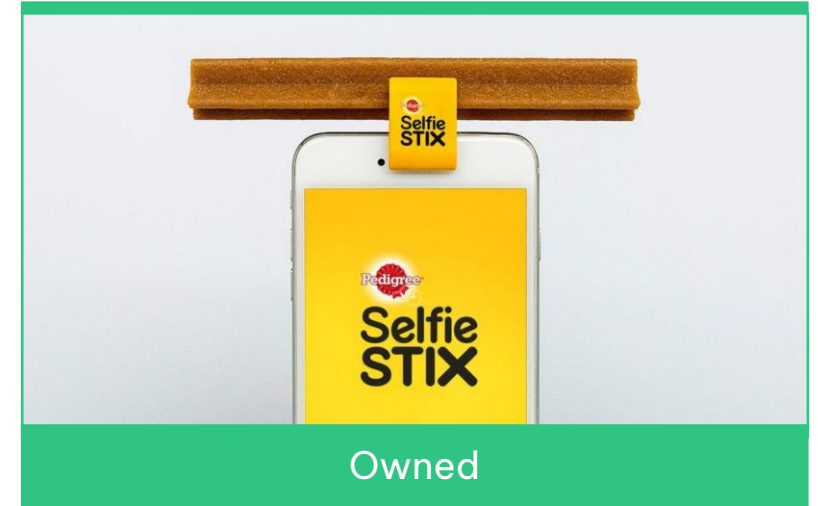
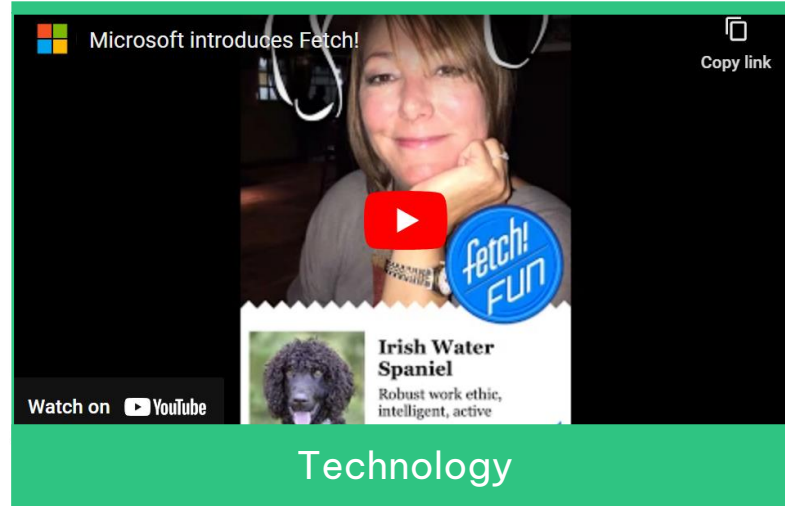
**modern family (49.5%)**  
52 Signals

The definition of what constitutes family in society is evolving, as the meaning of family breaks with tradition. The new ideas of families can include families of choice, of adaptive divorce, and families of same and fluid sexual identification.

- This helps understand with the changes in the wider pet sector
- **Aligning with the rise in premiumisation**
  - **Dogs being more than pets**
  - **Rise in doggy day and other premium services**

Helping to guide the creative tone and context to reach prospective New Puppy Parents

# Learning from other pet brands, there is an opportunity to stand out creatively





# OMD Case Study: Frontline Flea Treatment & Spotify

Using the power of music to announce Frontline to a new generation of lockdown dog owner

## Brand Challenge

Covid lockdowns created a new young generation of dog owners (25-35) with low awareness of Frontline

## Creative Solution

Dr Deborah Wells (Queen's University), highlighted the impact of music in calming dogs.

In a deliberately disruptive move, we decided to turn Frontline into the source of calm for new dogs, commissioning a Spotify Pawfect Playlist, the first of its kind!

## Our Pawfect Playlist was a pawfect success.

CTR  
**+80%**  
benchmark

**+50%**  
increase to e-commerce partners

Average  
**37-min listen**  
16 minutes longer than avg

**36%**  
increase in web traffic

**133 PR stories**  
gaining more than 400m impacts

**£6 ROI**  
for every £1 spent.

**“Alexa...  
Play my Frontline  
pawfect playlist”**





**Whatever your domestic set up  
may be, bringing home a puppy  
makes you a family.**

# Key learnings from Growth Mapping and Empathy help build our bold 'Alpha' behaviour

Win more 2534s to win share



Extend Petplan's Role in the puppy buying journey by playing in the early research stage



Search is a battleground to win



# Our three-step approach builds on Petplan's strong brand to ensure you remain the Alpha of the Pack

01

## Broaden Targeting To Younger Entrants

Bullseye 25-34s who are not considering Petplan but are the fastest growing group for buying first dogs

02

## Start Earlier In The Journey

Use data signals to identify when a New Puppy Parent may come into market first

03

## Supercharging Performance

Advancing Petplan's performance capabilities and securing Search to drive efficiencies and unlock growth



# Planning is where we drive maximum impact for your investment



Growth Mapping



Audience Empathy

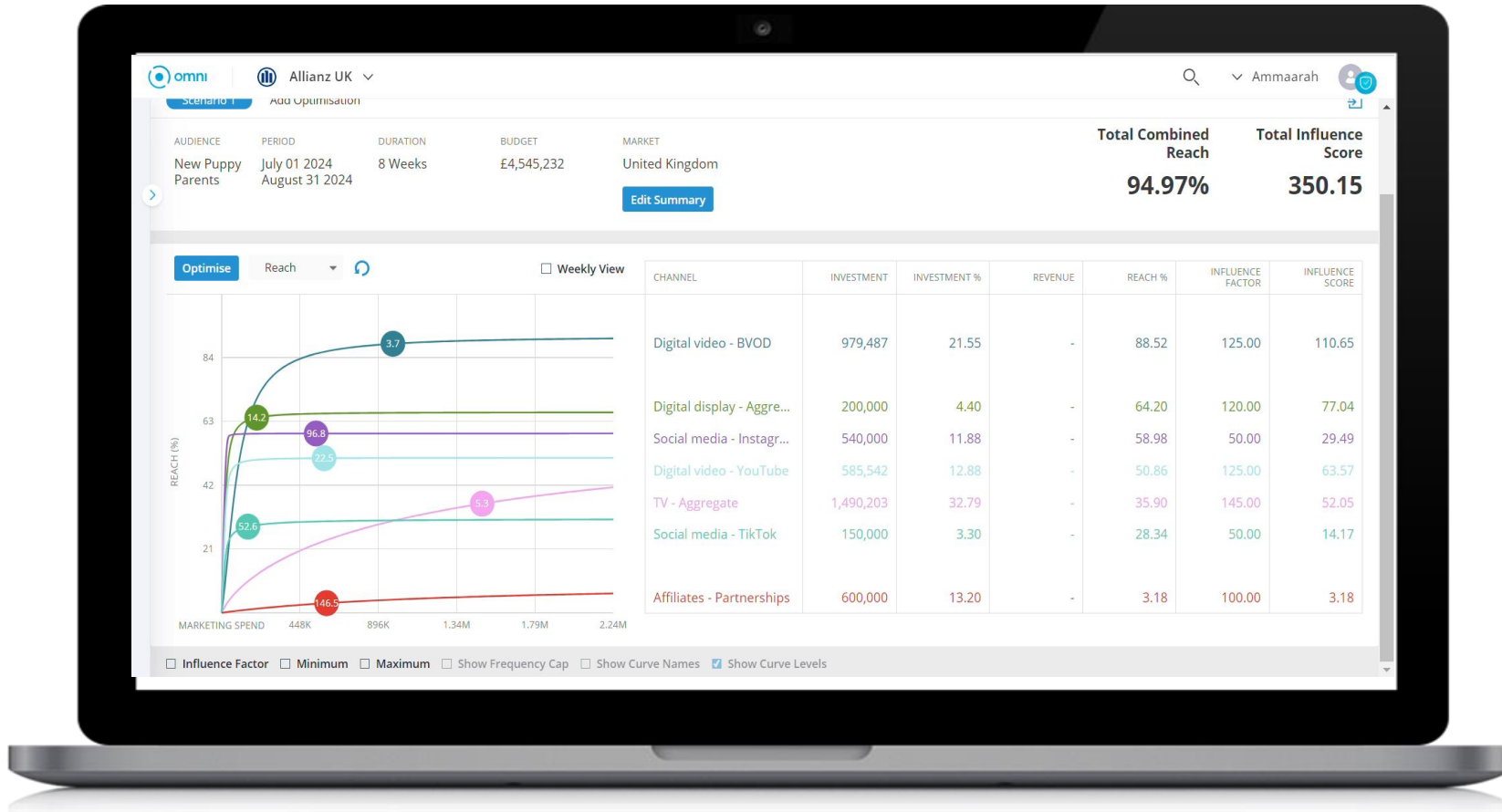


Planning

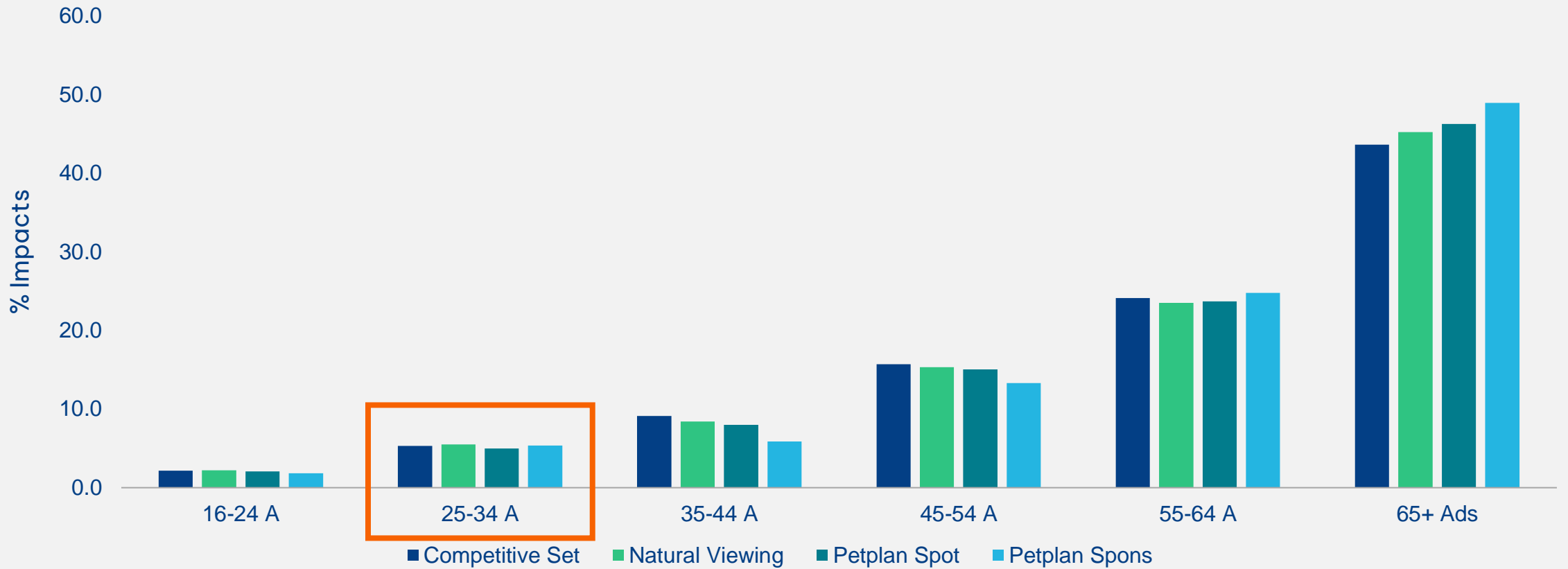


Activation &  
Measurement

# Channel planner ...



# Your current AV delivery is skewing older than your competitors and natural viewing delivery



# We have a two-pronged approach to targeting younger entrants

## Optimising your AV investment

In Linear

Across AV

At a Hyper Local level

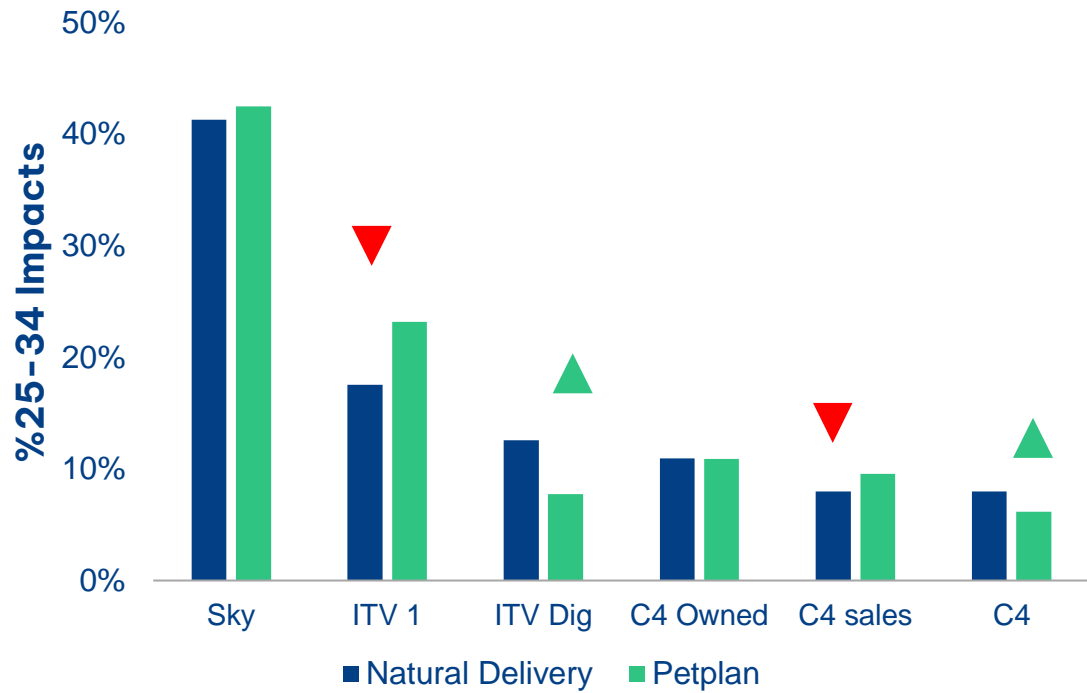
Supported by Contextual

## Exploring new opportunities with TikTok





# On a budget neutral basis, we can reduce the older skew and increase reach against younger 25-34 audience



# Handpicked programmes to reach younger audiences



# Adjusting the AV mix can deliver incremental reach at a reduced cost



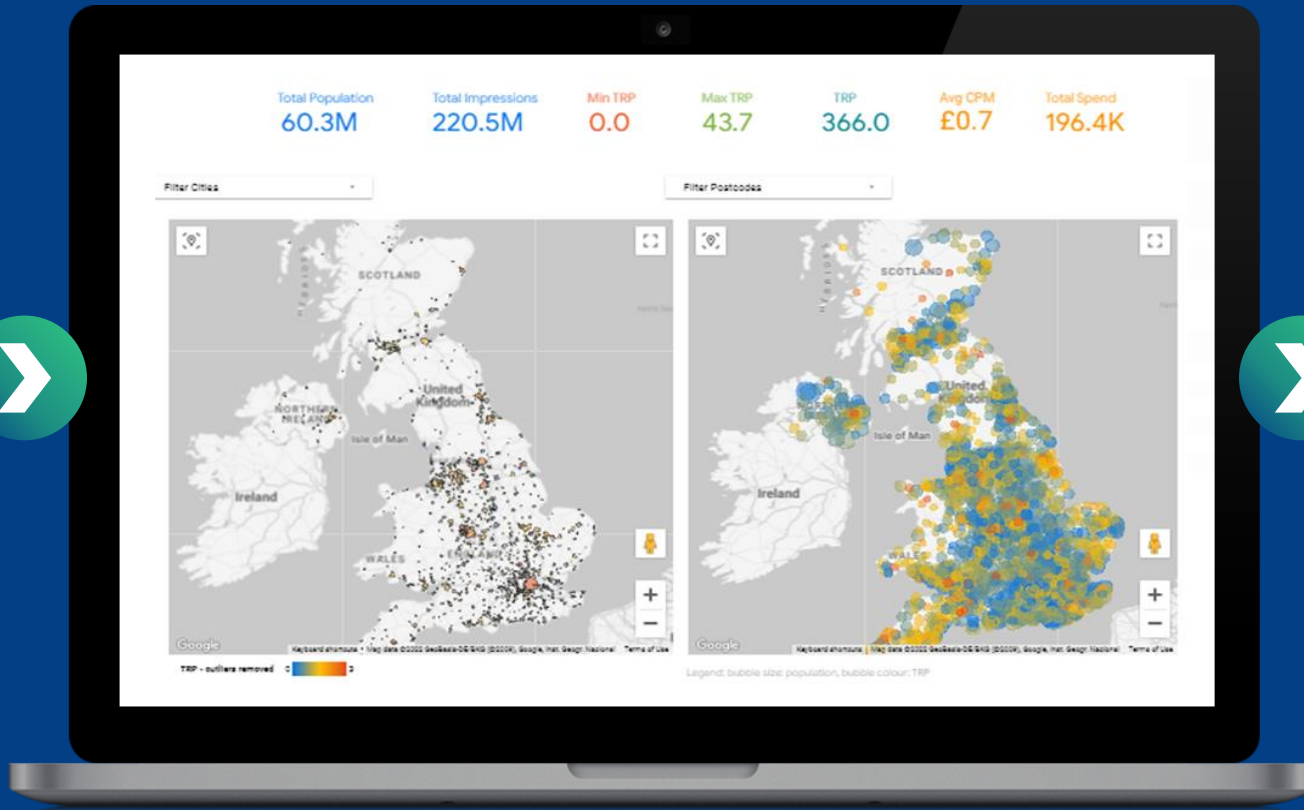
Channel	Estimated Current Split	Optimised Split
<b>TV</b>	<b>80%</b>	<b>53%</b>
<b>BVOD</b>	<b>20%</b>	<b>31%</b>
<b>OLV</b>		<b>16%</b>

**Additional  
430,000  
25-34s**

# Rebalancing younger reach gaps with addressable AV solutions

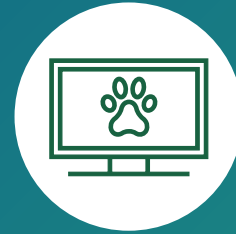


4M panel



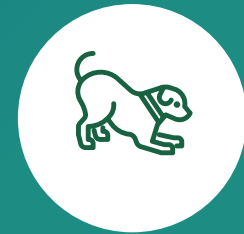


# Maintaining contextual association with pet content



Planned  
Contextual buys

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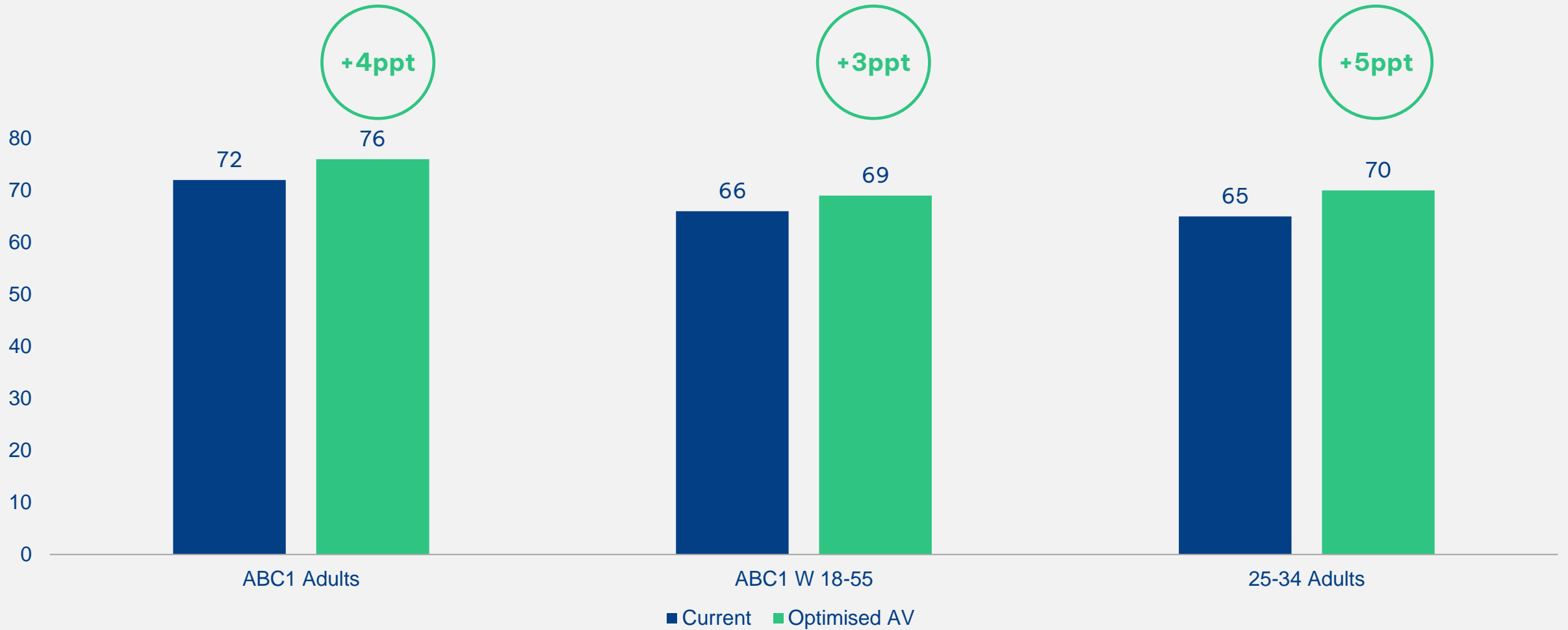


Reactive  
Contextual buys

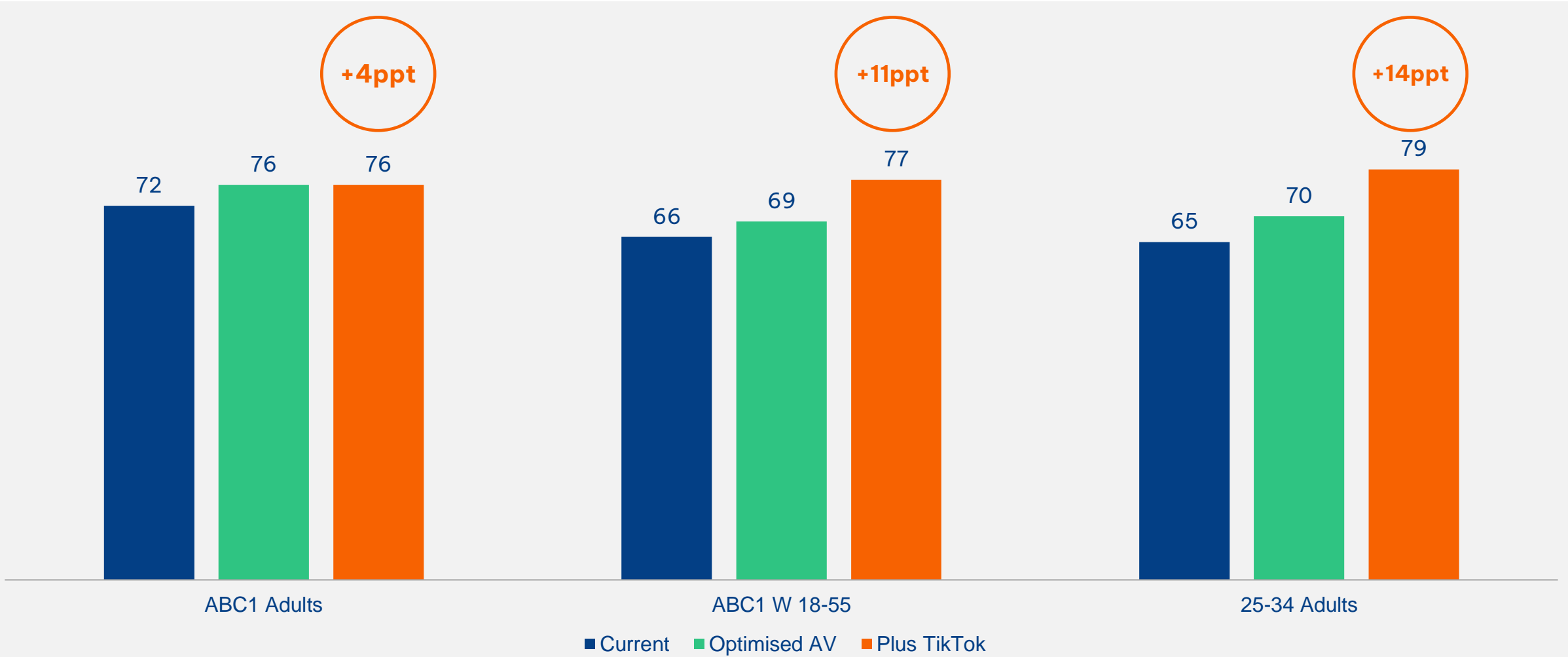
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# Optimised Reach delivery across AV



# £150k TikTok investment broadens this reach even further



# We have a two-pronged approach to targeting younger entrants

## Optimising your AV investment

In Linear

Across AV

At a Hyper Local level

Supported by Contextual

## Exploring new opportunities with TikTok





# TikTok is ideal to be the trusted partner for New Puppy Parents & extend our reach

## ALGORITHM FAVOURS RELEVANCY

Algorithm is based on a interest graph, showing users content regardless of personal connection.

## CREATORS ARE HIGHLY TRUSTED DRIVERS OF ACTION

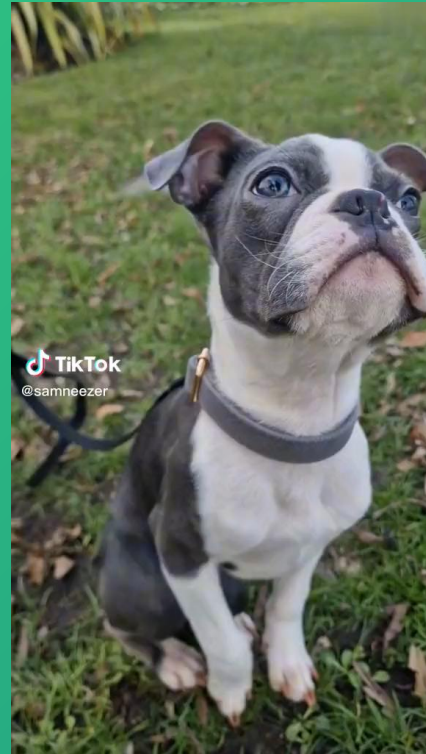
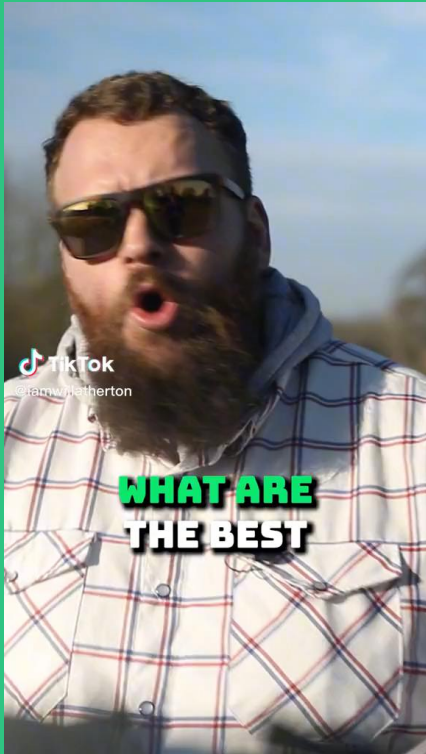
72% of users acted higher than all other social platforms

## TIKTOK SEARCH DRIVES LEARNING

1.8x more likely to introduce users to new topics / 40% of GenZ search first on TikTok

**#Insertbreed – 98m views**

# Dog content is everywhere on TikTok but there is no dominant Pet-centric brand





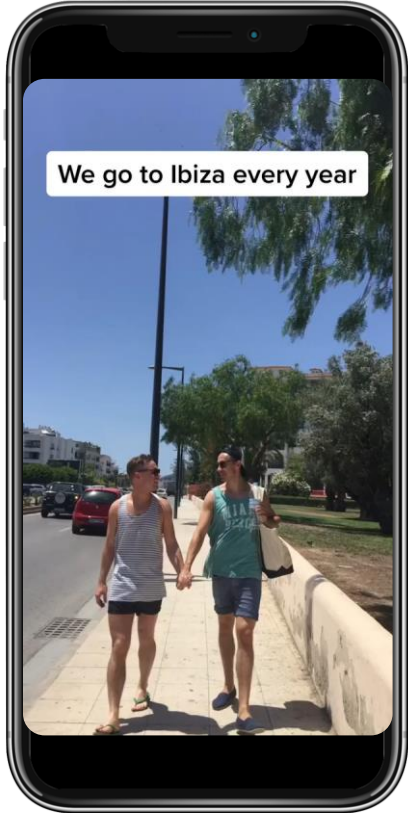
# The #Petplanners

A team of canine-loving influencers who will create content around their beloved pets, who position Petplan as the expert helping hand seamlessly into social posts



# Example Influencers

[@StuartandFrancis](#)  
1.1m Followers



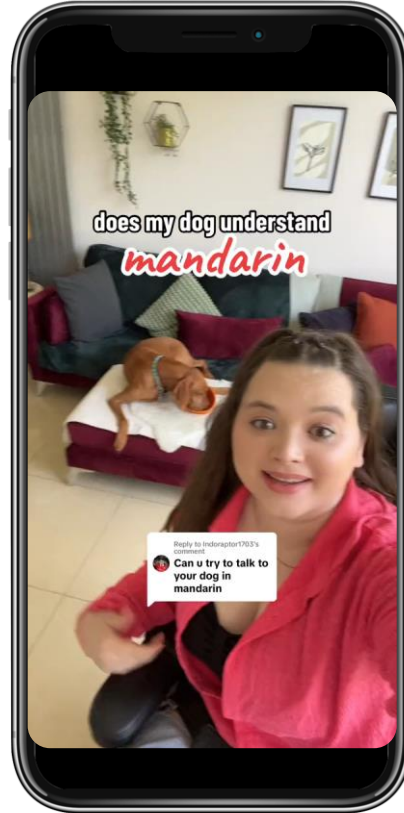
LGBT+ Family/Daily Life

[@LloydHarveyHulme](#)  
299k Followers



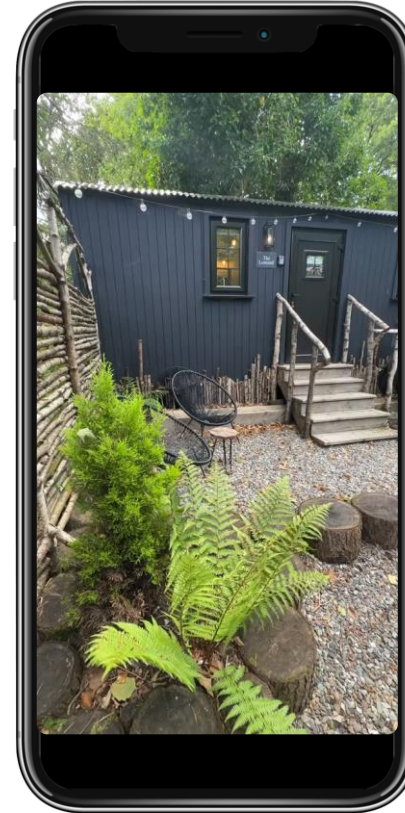
Chef/Lifestyle

[@AmyePohl](#)  
3.6m Followers



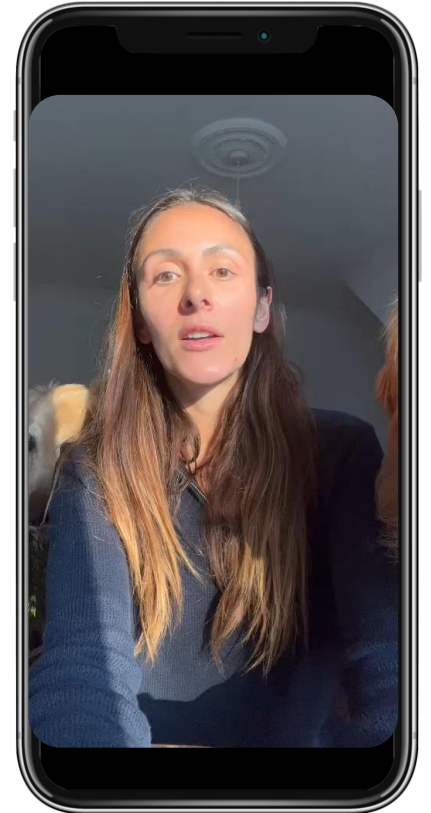
Daily Life with a chronic disease

[@Melfyx](#)  
199k Followers



Travel & Food

[@HugoandUrsula](#)  
181.7k Followers



Pets/Lifestyle

Recommended minimum investment: £150k for 12x months, providing min. 12x TikToks each & exclusivity



# Supporting New Puppy Parents as they find their new family member

01

## Broaden Targeting To Younger Entrants

Bullseye 25-34s who are not considering Petplan but are the fastest growing group for buying first dogs

02

## Start Earlier In The Journey

Use data signals to identify when a New Puppy Parent may come into market first

03


## Supercharging Performance

Advancing Petplan's performance capabilities and securing Search to drive efficiencies and unlock growth

# Leveraging data signals we can deploy Petplan content into New Puppy Parent's research and exploration phase

## Early

*Do I want a dog?*



annalect

Meta

## Mid

*How would a puppy work for me?*



captify®

Google

memo  
INTERACTIVE

## Late

*How do I get ready for a puppy?*




amazon

nectar

dunnhumby

## Prompt

*How do I get insurance for my puppy?*



Petplan®

Google

**Industry leading data partnerships allow us to enrich 1PD & expand understanding. Unlocking media opportunities and increasing media effectiveness.**

# Building trust with Steph while she is on the look out for breeders

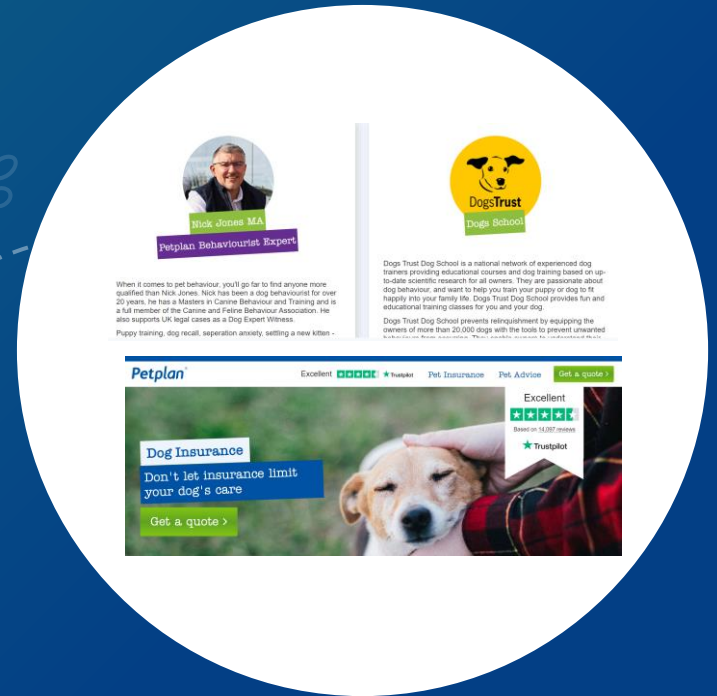


## Question

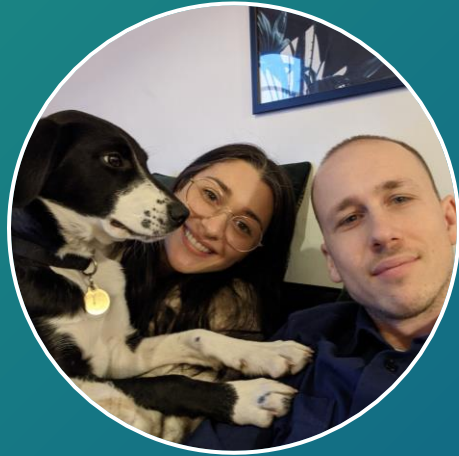
Searching for her puppy  
(Prime – Mid stage)

## Digital signals

Search around breeds and breeders  
Young kids in HH  
Recently moved out of London



# Supporting Harry as he prepares for puppy's arrival



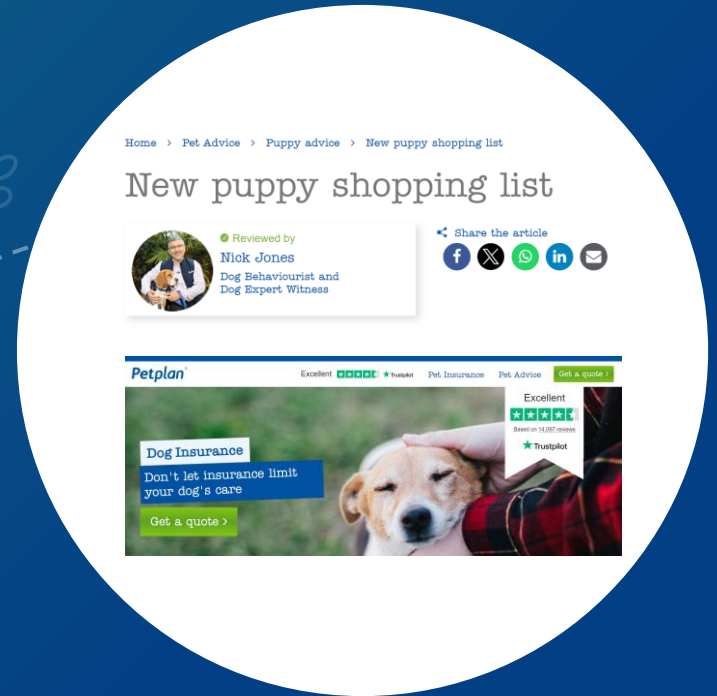
**A puppy is arriving soon**  
(Prime – later stage)

## Digital signals

- Shopping signals
- Puppy housetraining
- Crate training



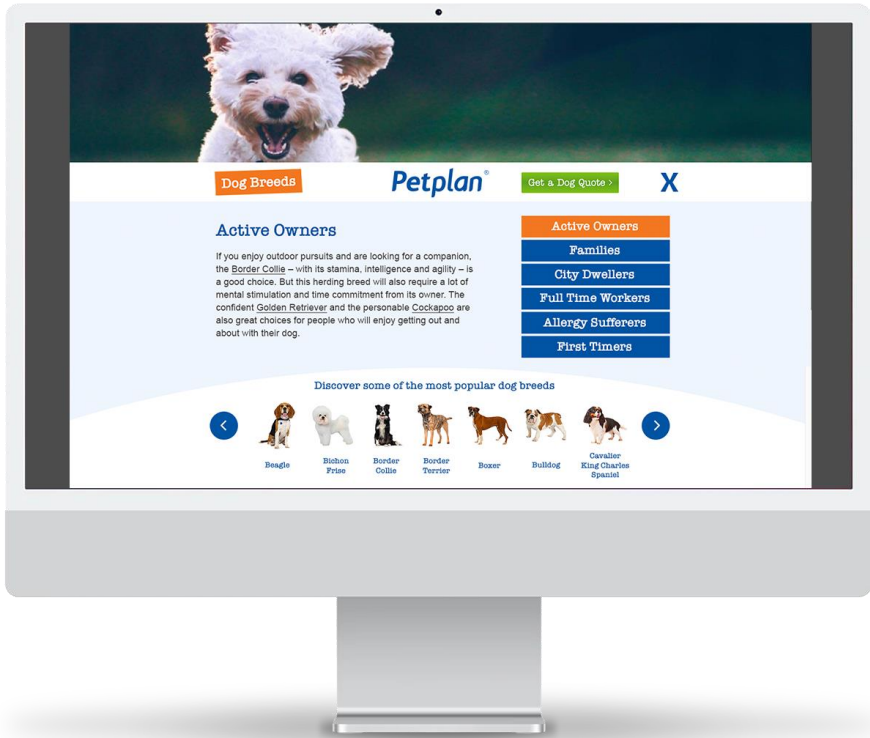
dunnhumby



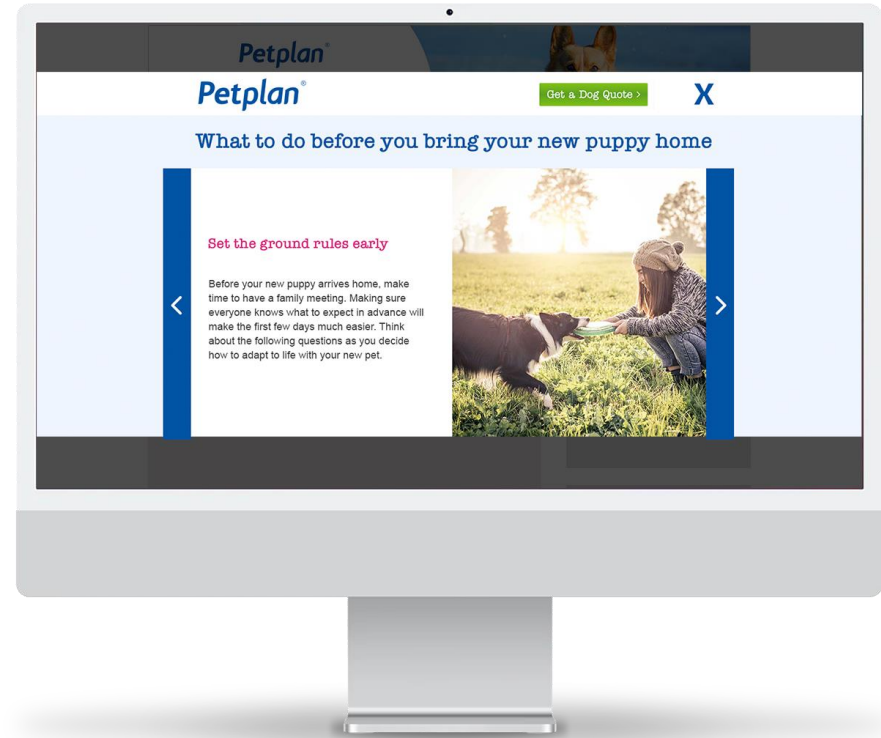


# DCO leveraging Petplan content to guide people along Prime stage into Prompt

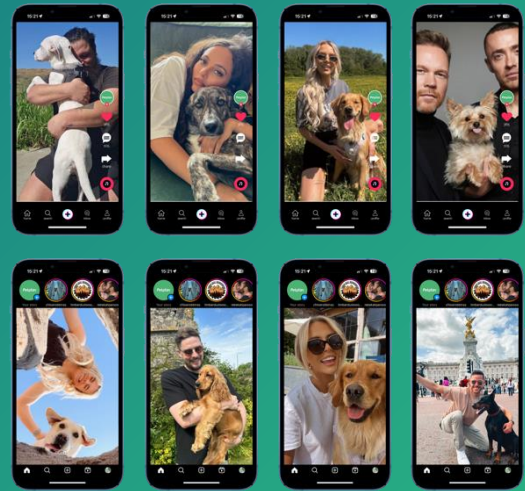
## Prime - Early



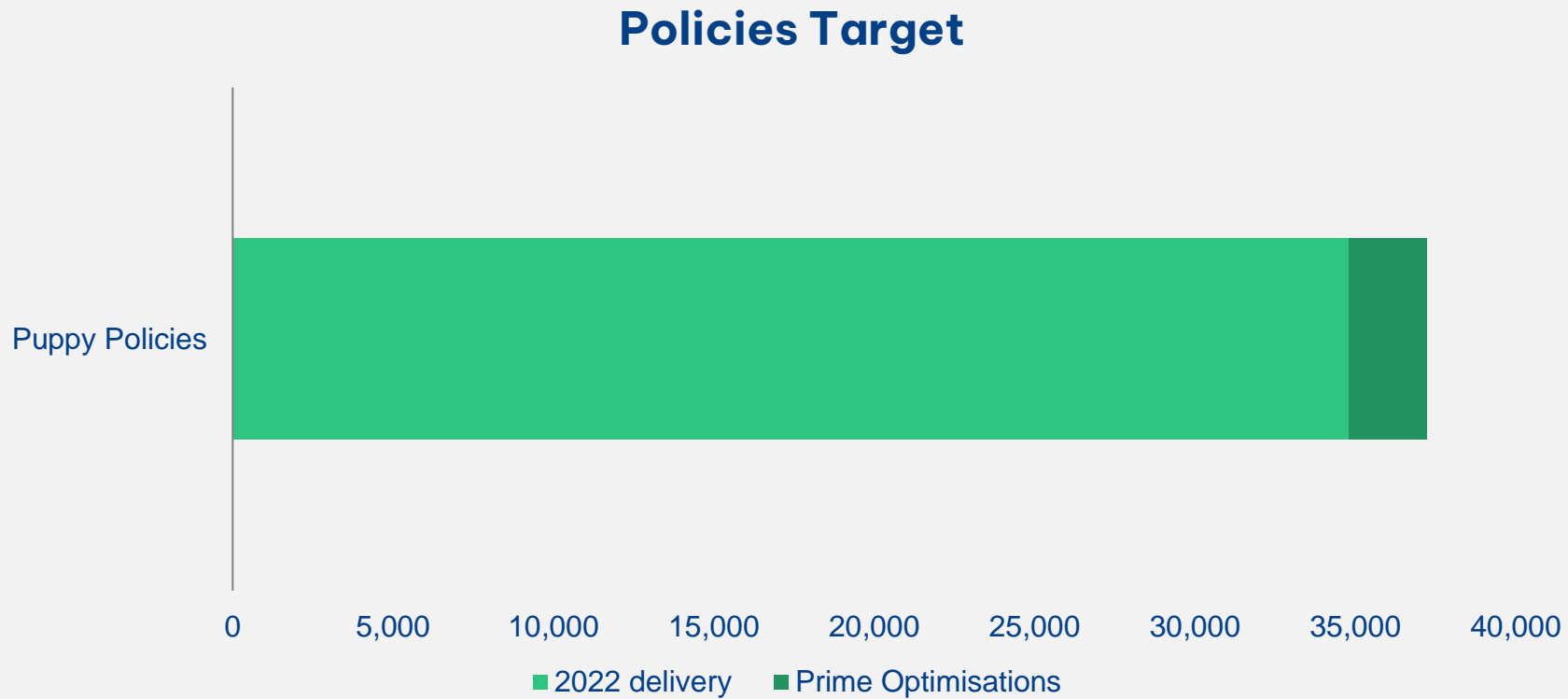
## Prime - Later



# 360 Amazon Partnership will utilise customer data through the funnel



# Based on optimising our reach & engagement with New Puppy Parents we should deliver c.2.4k additional policies



# Adapting and advancing performance to counter market challenges

01

## Broaden Targeting To Younger Entrants

Bullseye 25-34s who are not considering Petplan but are the fastest growing group for buying first dogs

02

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Use data signals to identify when a New Puppy Parent may come into market first

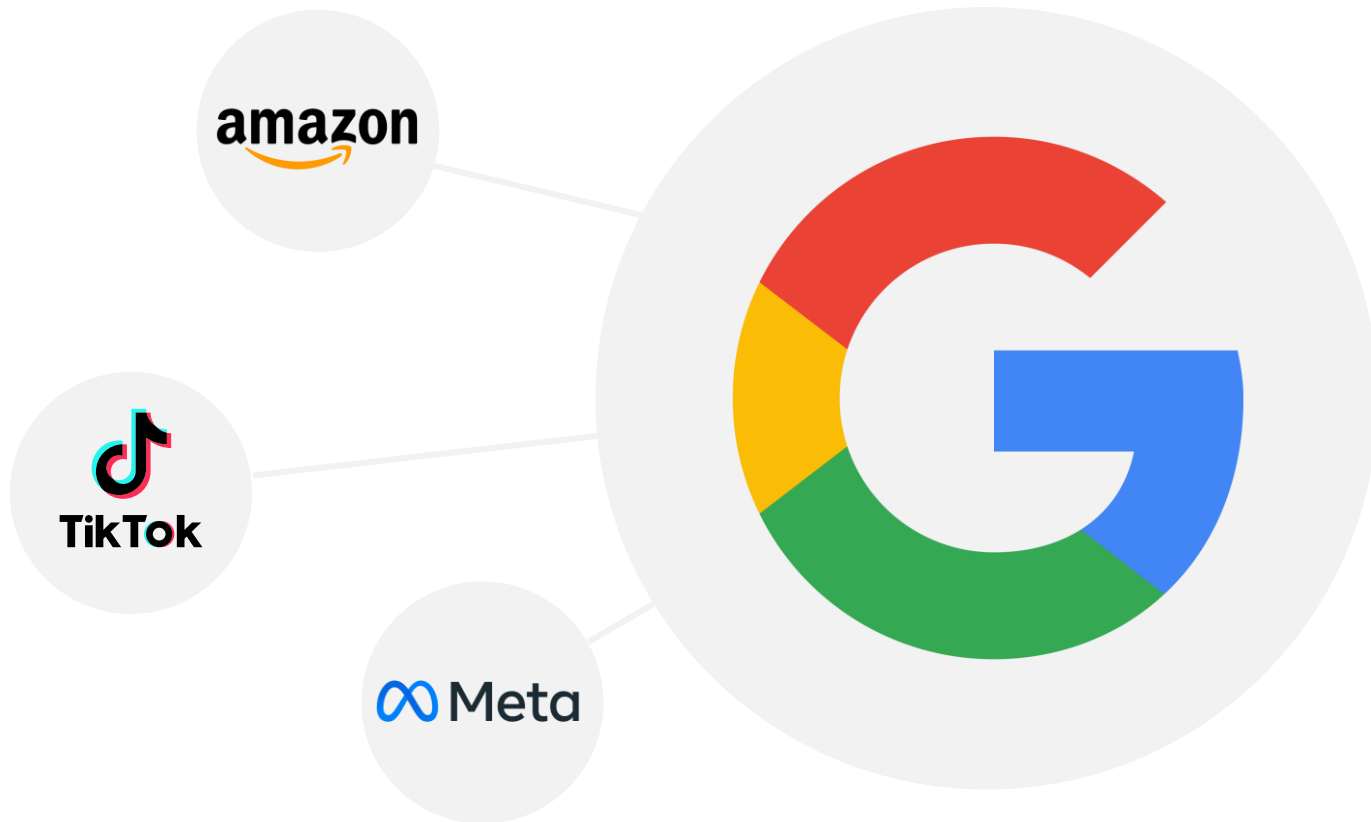
03

## Supercharging Performance

Advancing Petplan's performance capabilities and securing Search to drive efficiencies and unlock growth



# The mid-funnel will drive incremental growth, but Search is still the dominant channel in performance



Channels will take time to scale

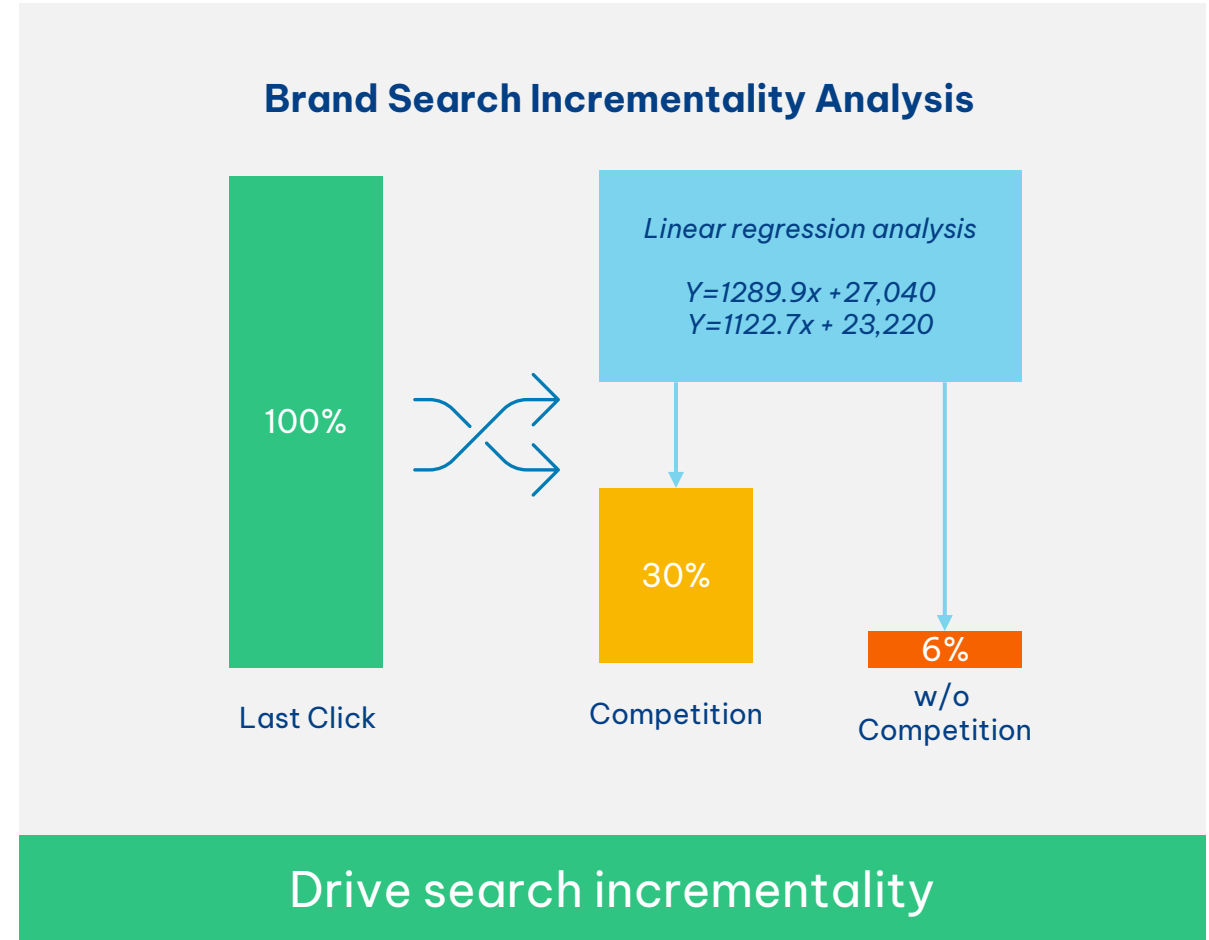
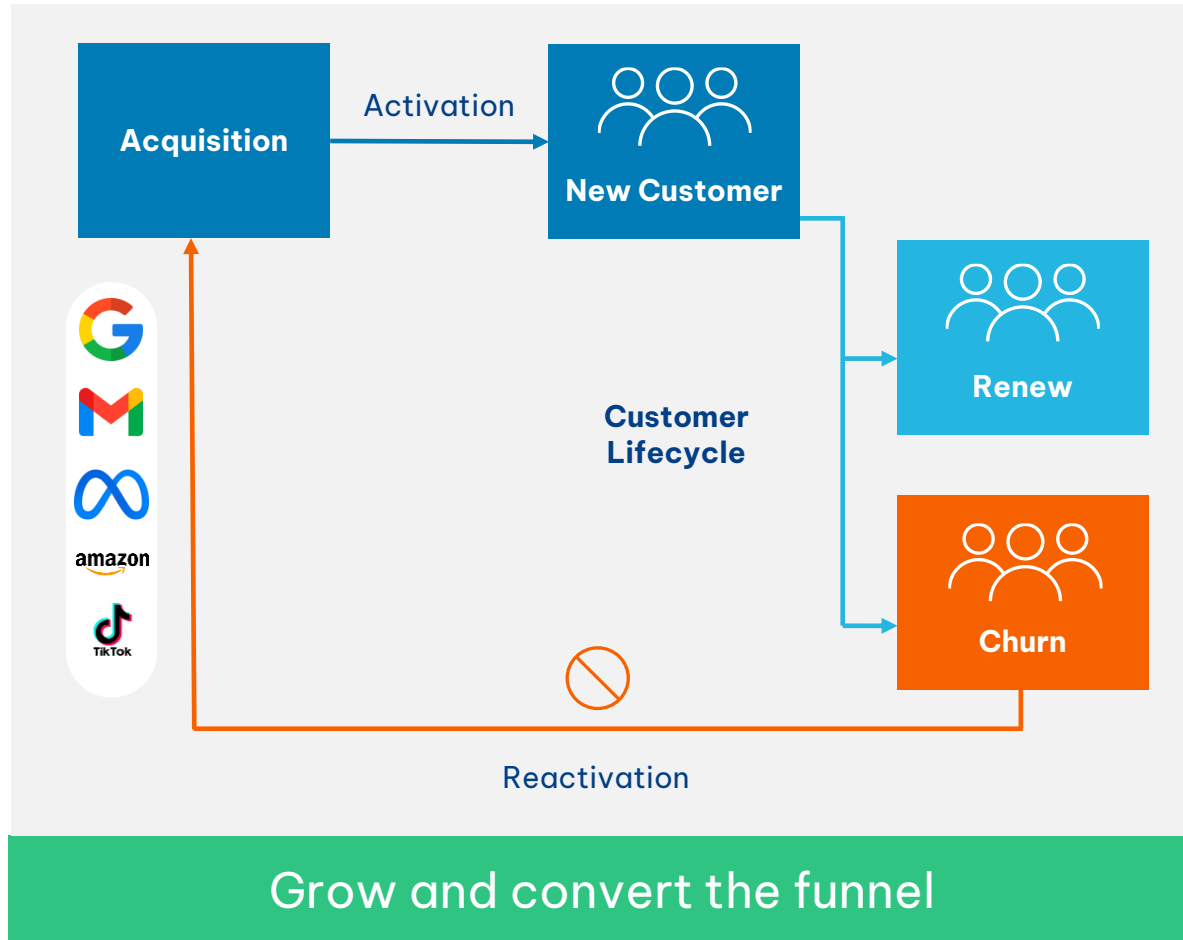


Balance needed between building from strong foundations in search and expanding into news channels

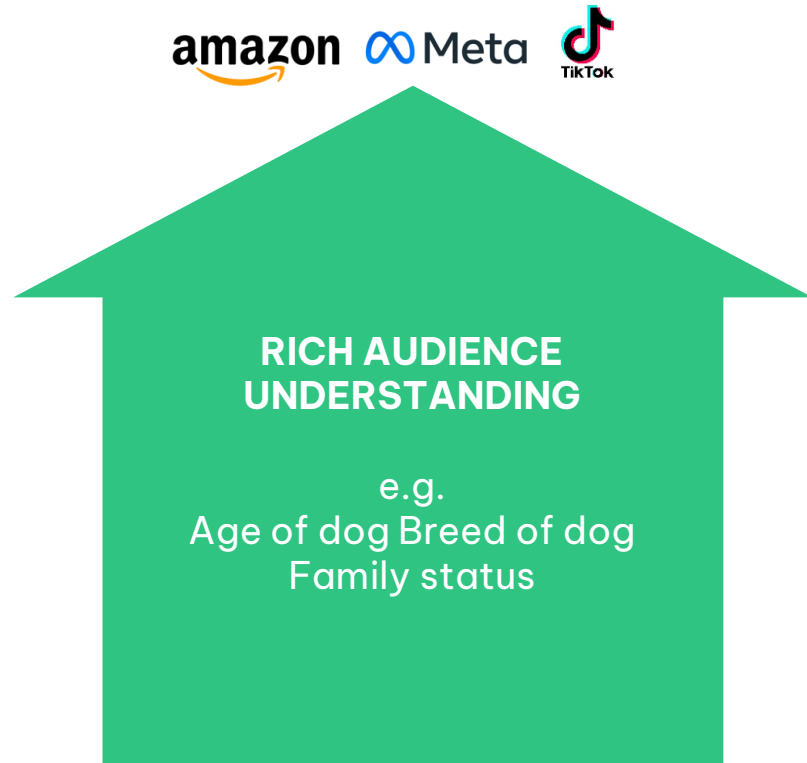


Last-click model will always put non-search channels at a disadvantage

# So, we need to cultivate demand elsewhere whilst ensuring we maximise the efficiency of Search

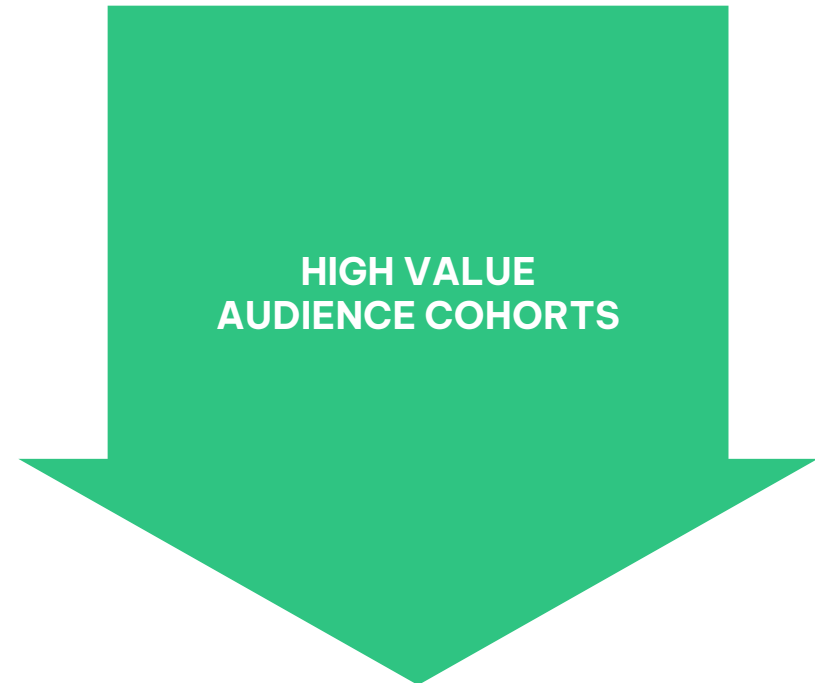


# Using a combination of your web analytics & 1PD, we can supercharge efficiency through the funnel

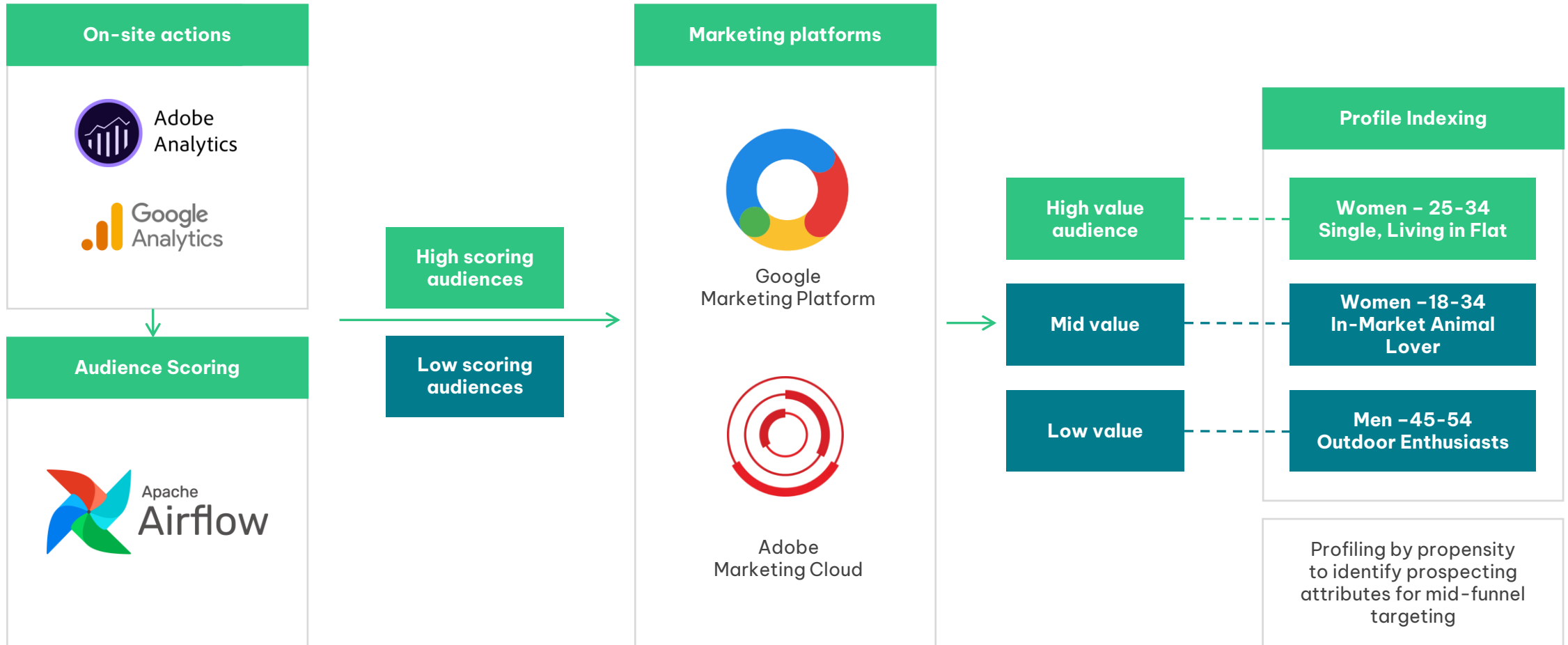


**Push back up the funnel**

**Drive efficiency in acquisition**

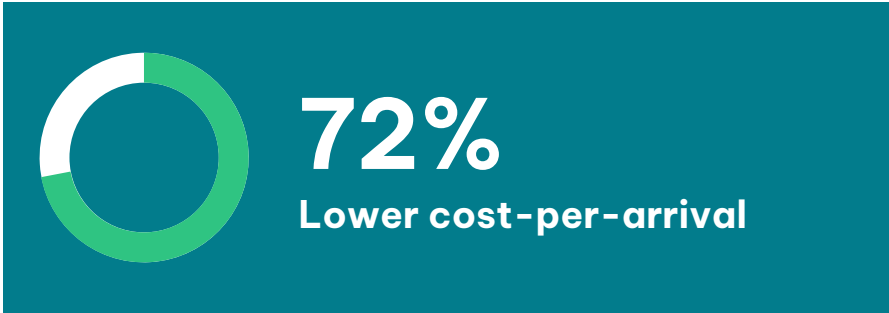
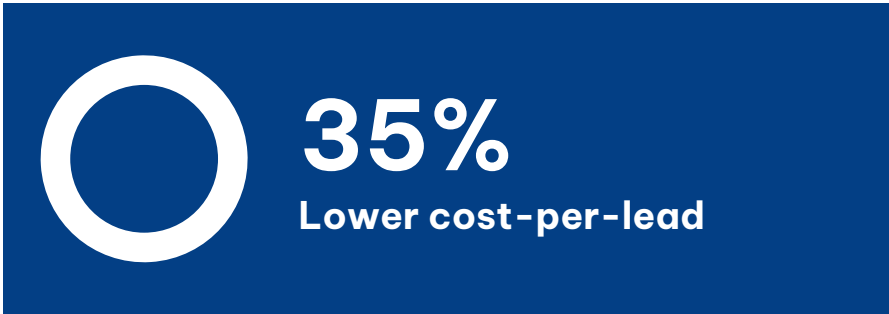
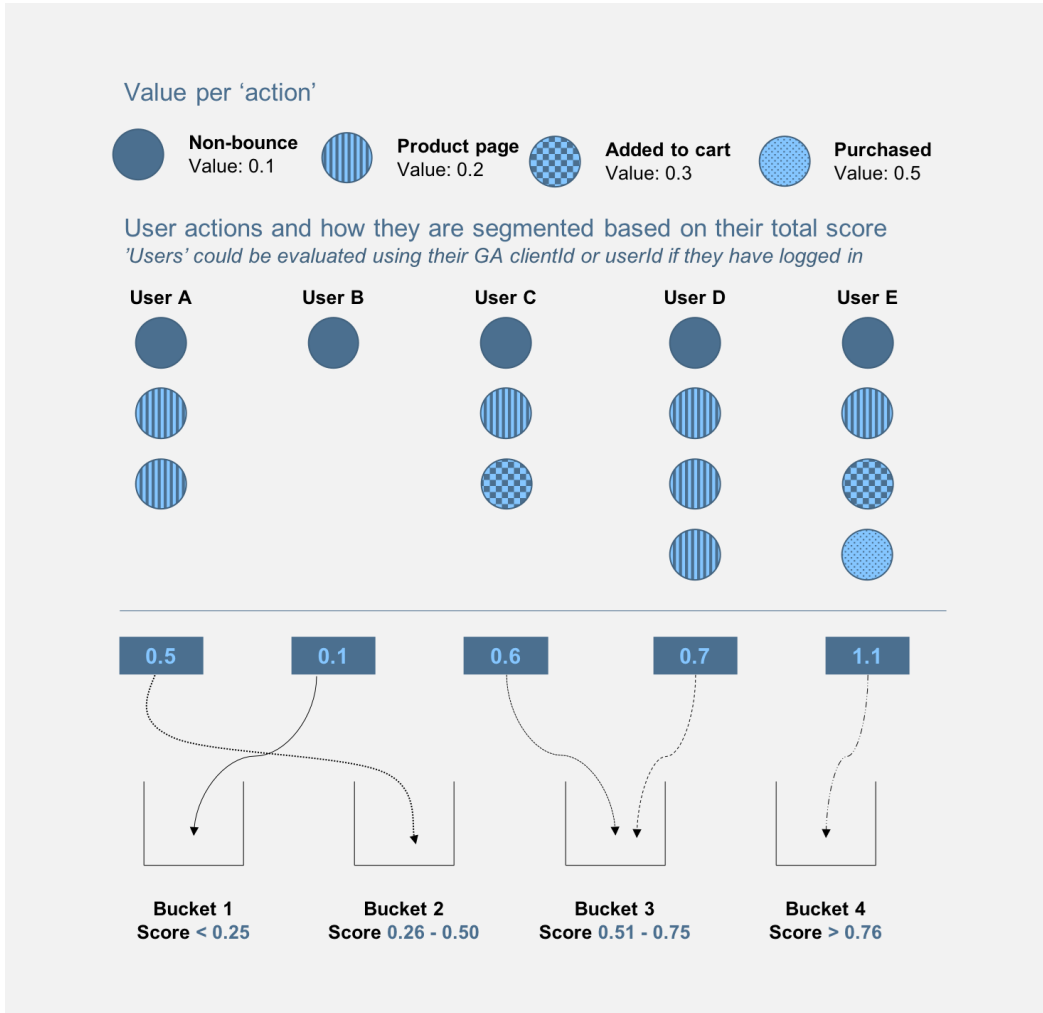


# How does it work in practice: Introducing AIR

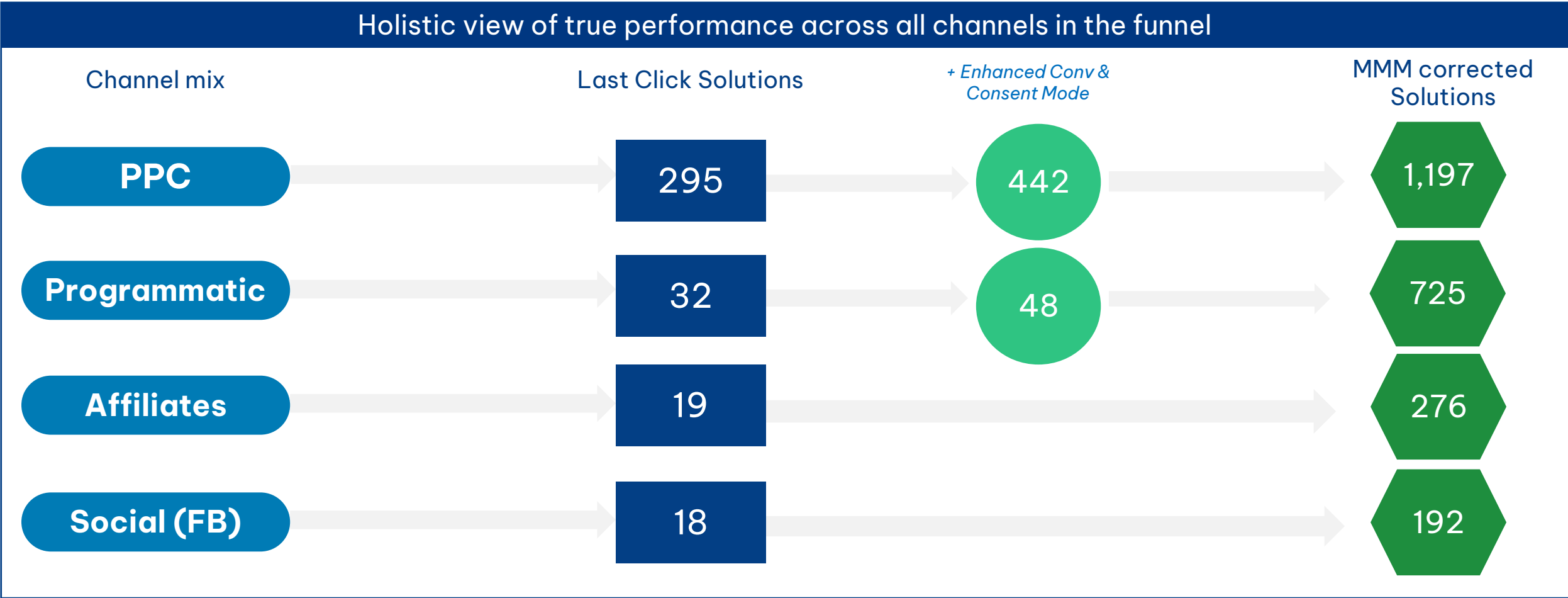




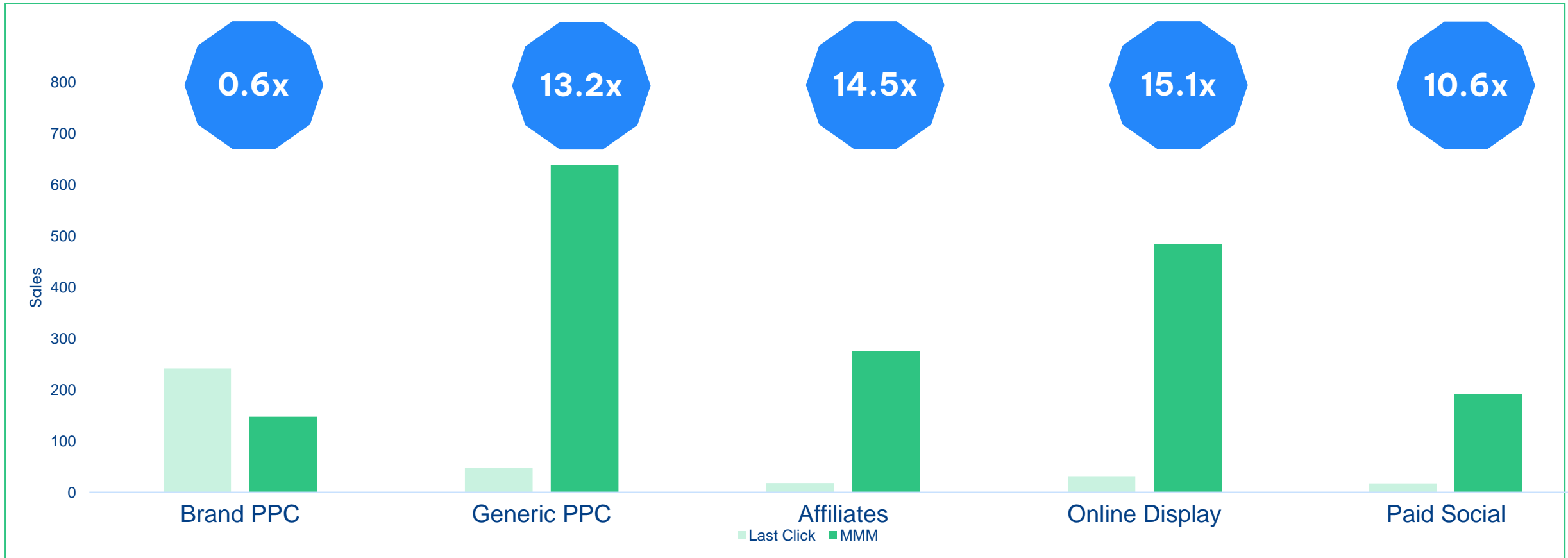
# Case Study: Our custom algo was a Google EMEA First




# However, to truly capitalise on this requires a change in measurement



# We can use this to link MMM and real-time optimisation to activate within platforms



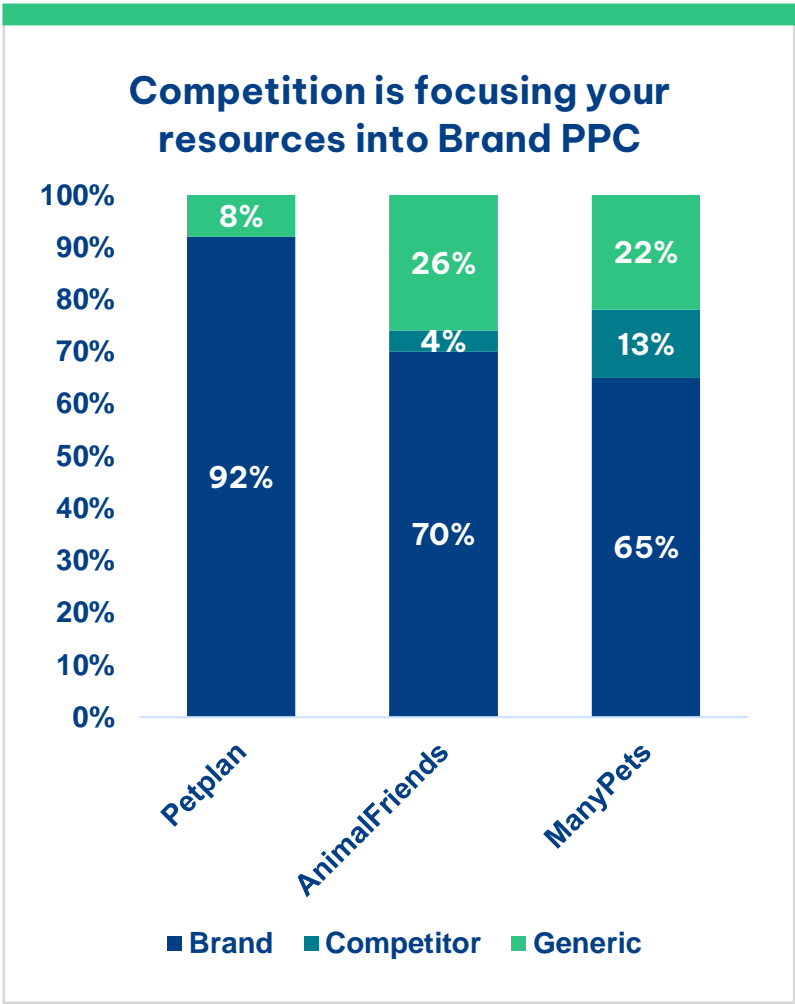
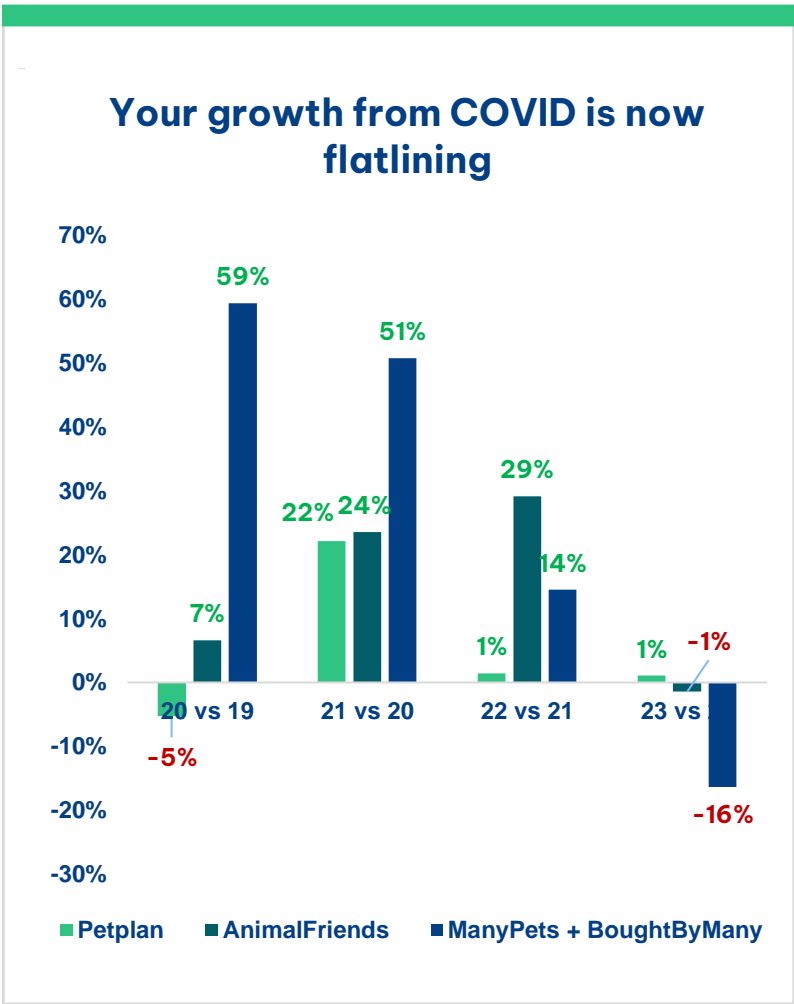
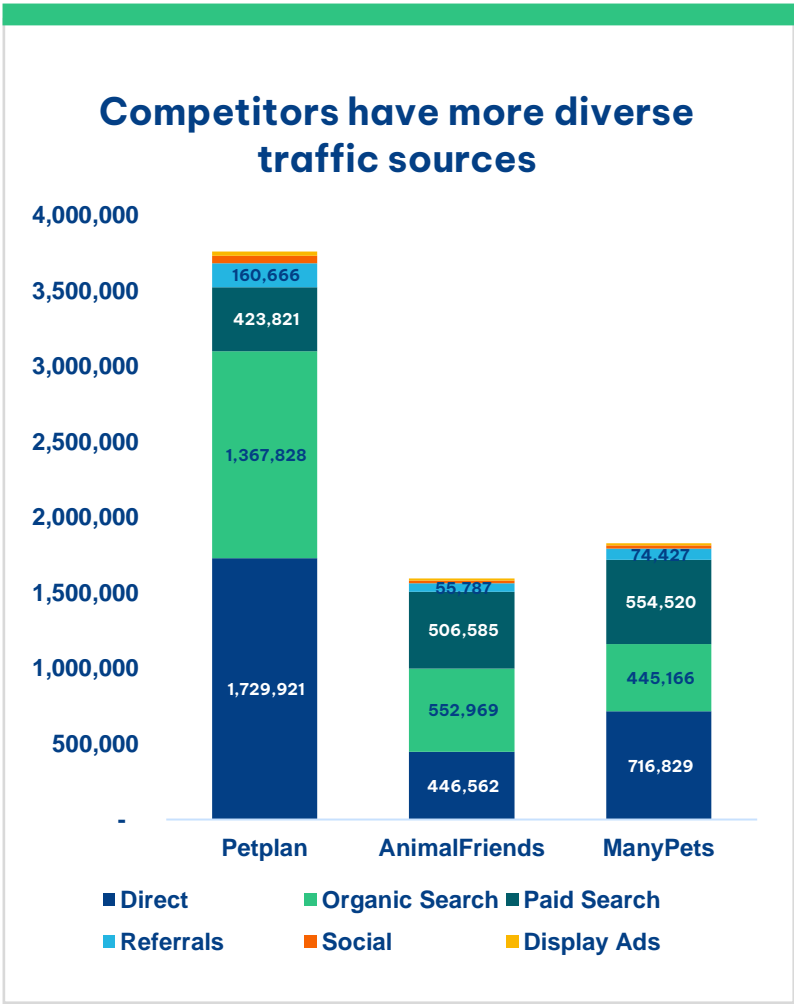
Mapping MMM index to last click enables us to rapidly adjust our buying strategy & activation tactics



# Yet fundamental challenges prevent us from Securing Search

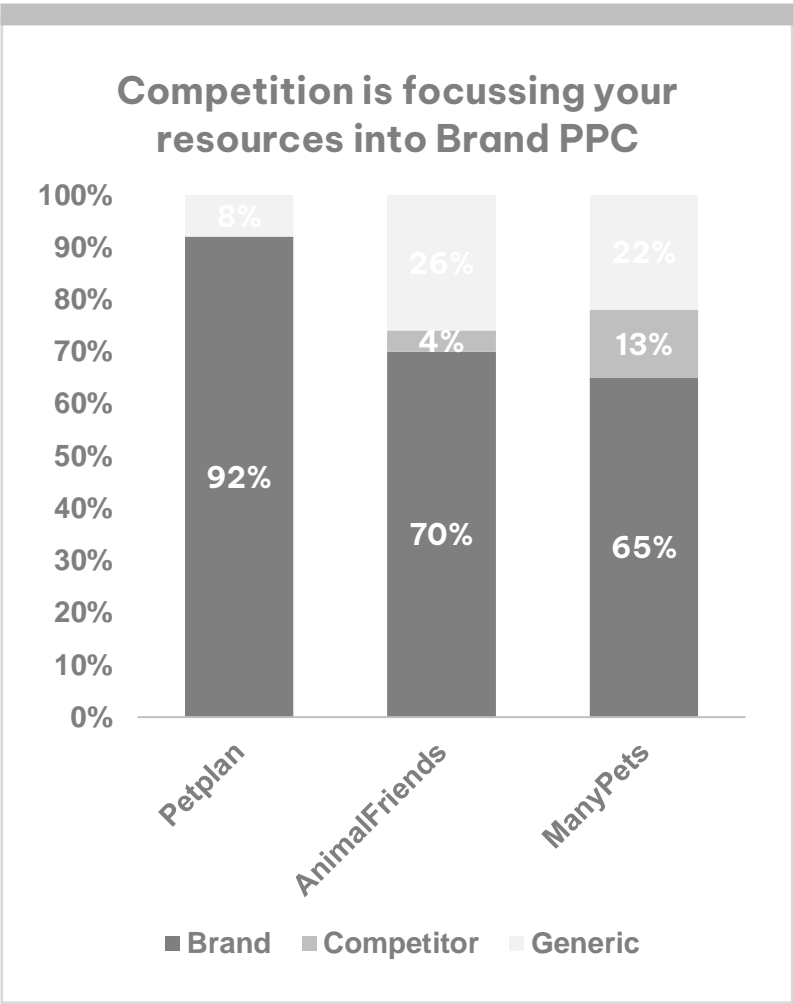
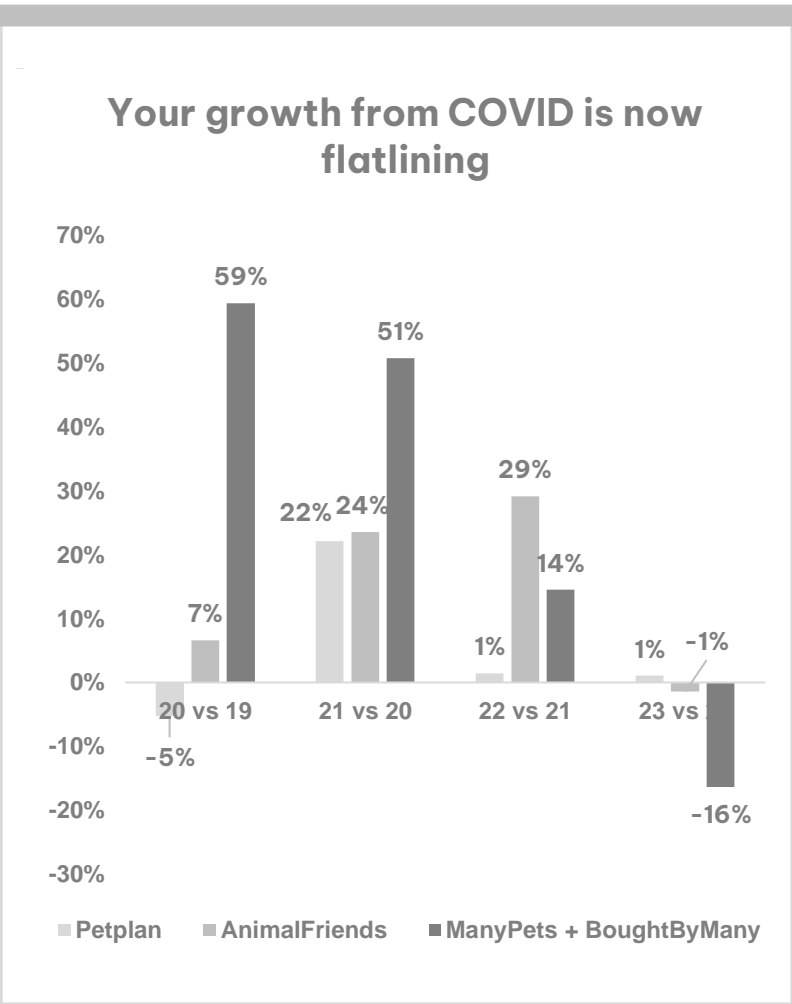
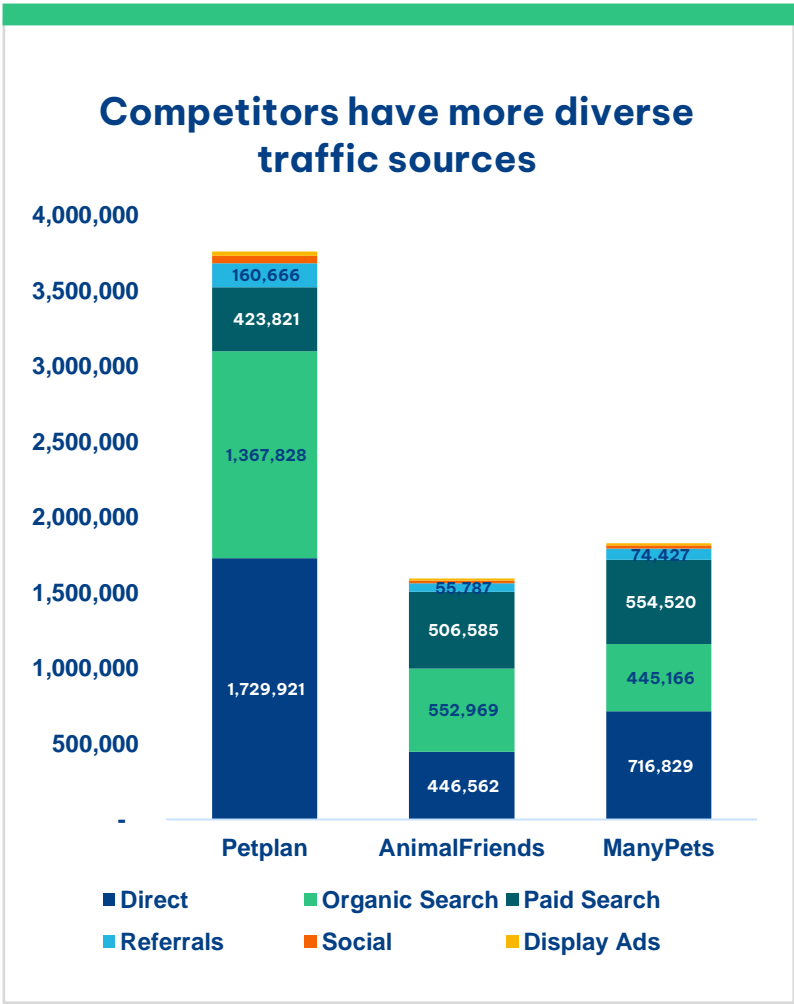


# You're the Alpha of the pack in Search but it's progressively difficult to maintain



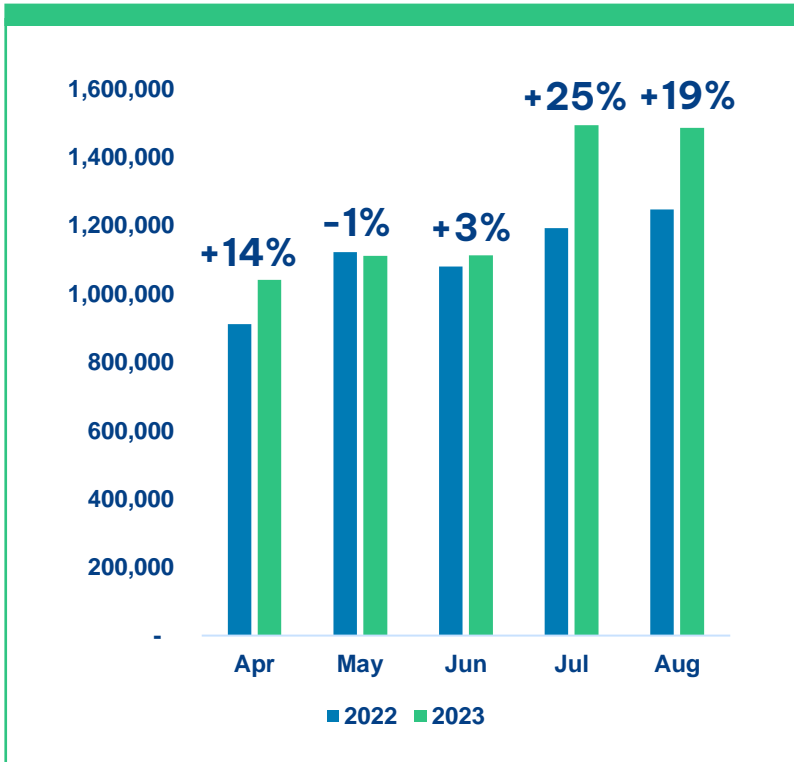
\*SimilarWeb - 2022-2023

# You're the Alpha of the pack in Search but it's progressively difficult to maintain

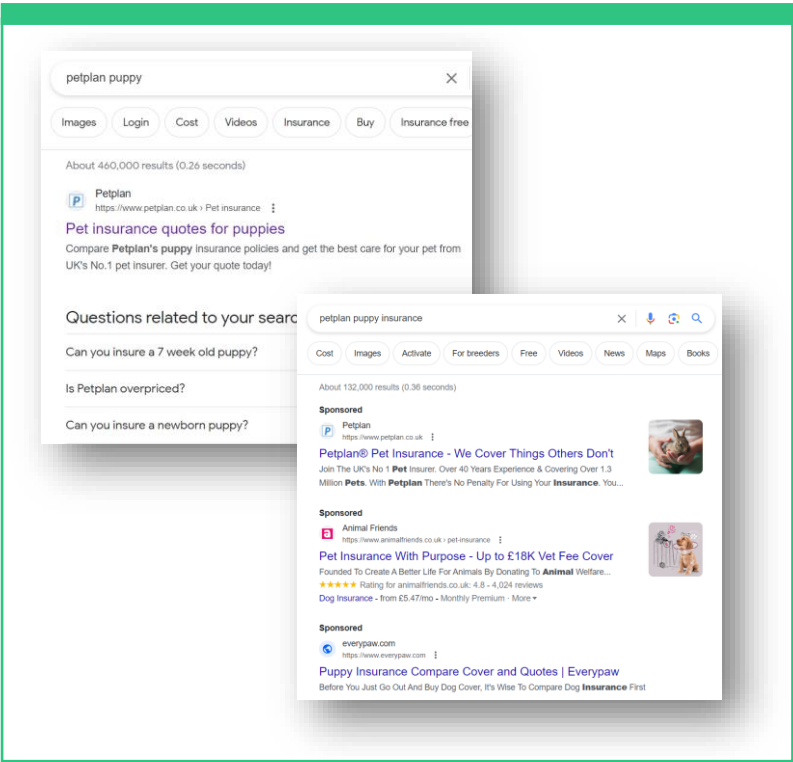


\*SimilarWeb - 2022-2023

# But your dominance has created a dependency on Search and future growth won't be found here alone



Go.Compare rebrand boosted Direct traffic +22%

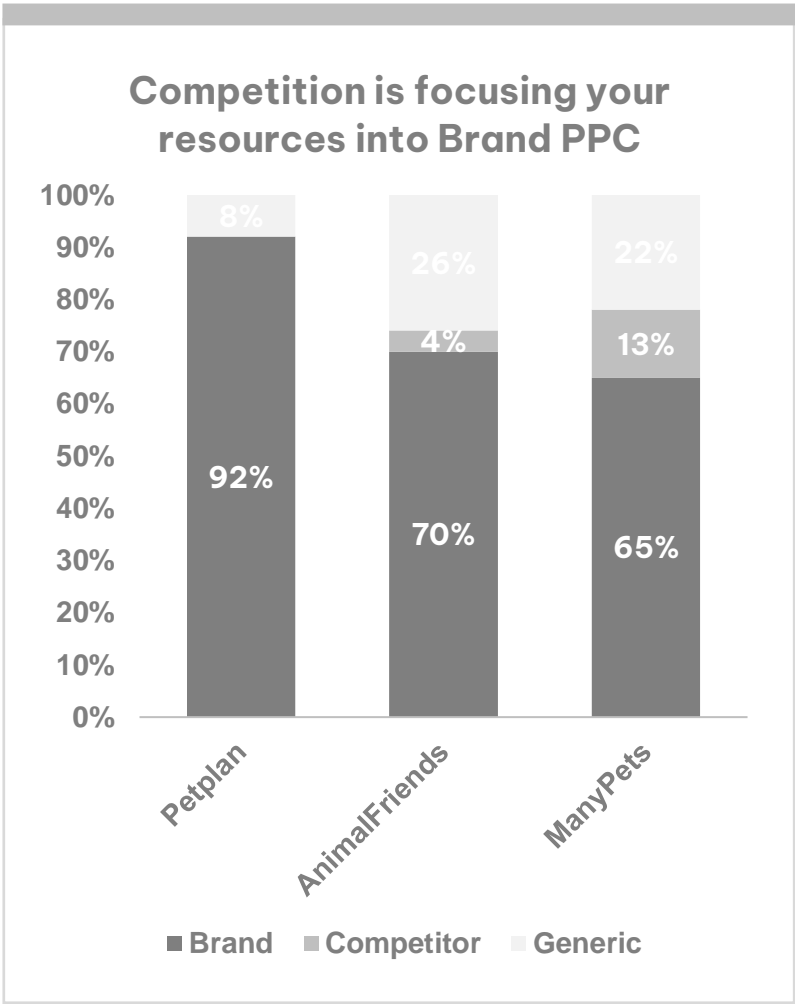
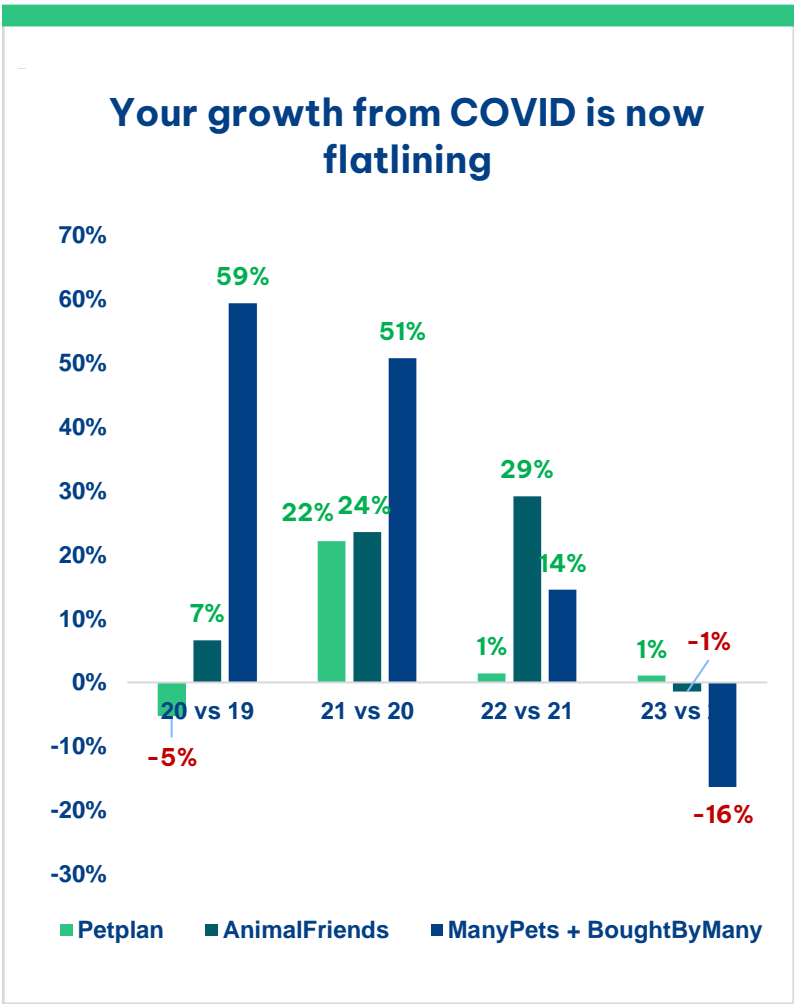
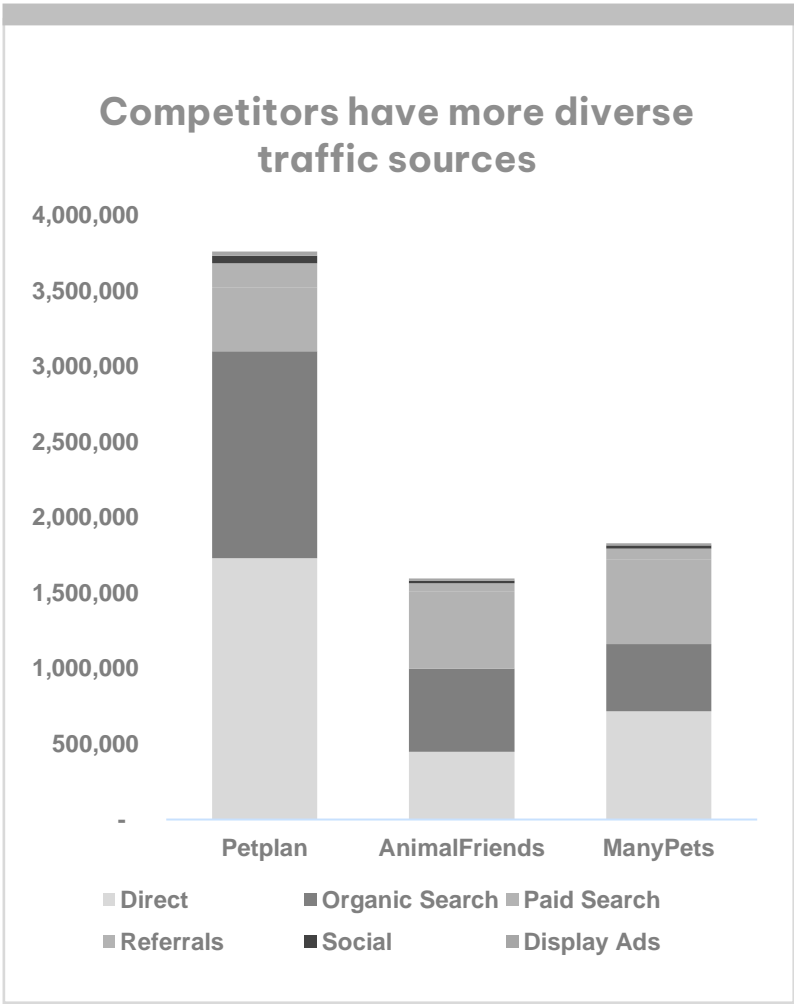


There is opportunity to refine Search CTAs



New growth pipelines from upper / mid will grow & diversify media mix

# While Brand Search is flatlining, we know there is room to grow in the Generic space

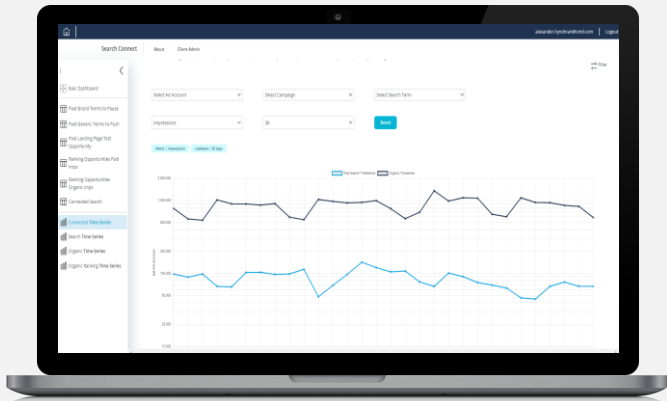


\*SimilarWeb - 2022-2023

# OMG capabilities will enable you to grow here whilst defending your brand equity

## Proprietary Solutions

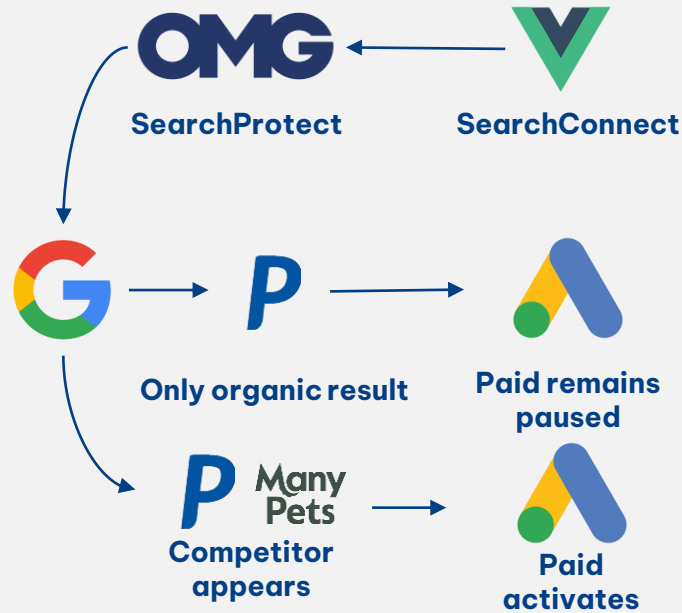
### SearchConnect



View Paid & Organic search in one dashboard, identifying opportunities for integrated testing to enhance holistic performance

**-33% CPC reduction**  
**+93% organic CTR**

### SearchProtect



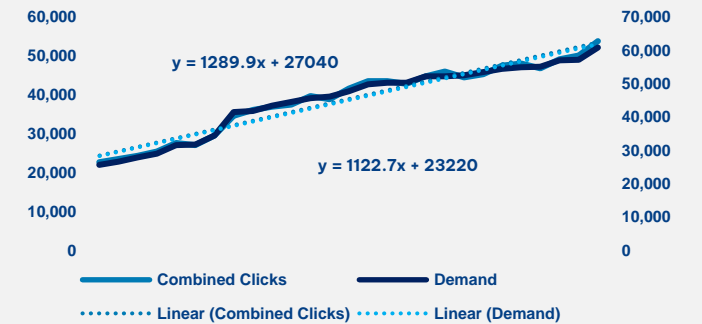
**+£700k annual savings**  
**+£1m in offline sales**

### Incrementality



Applied across 5 different products

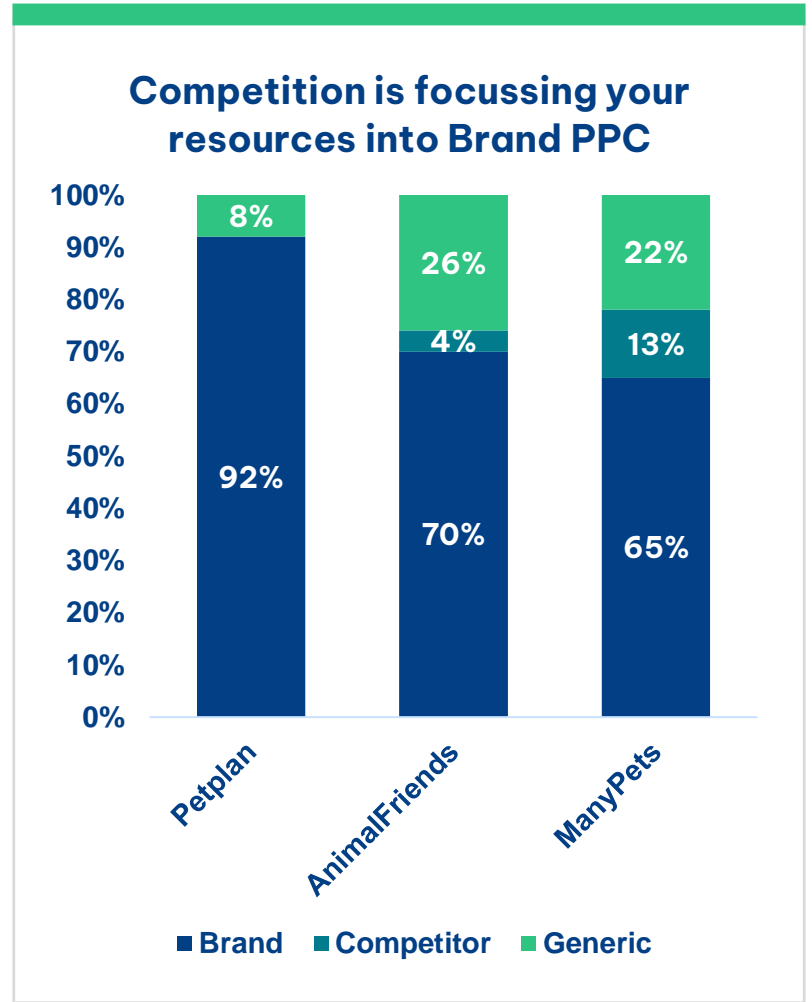
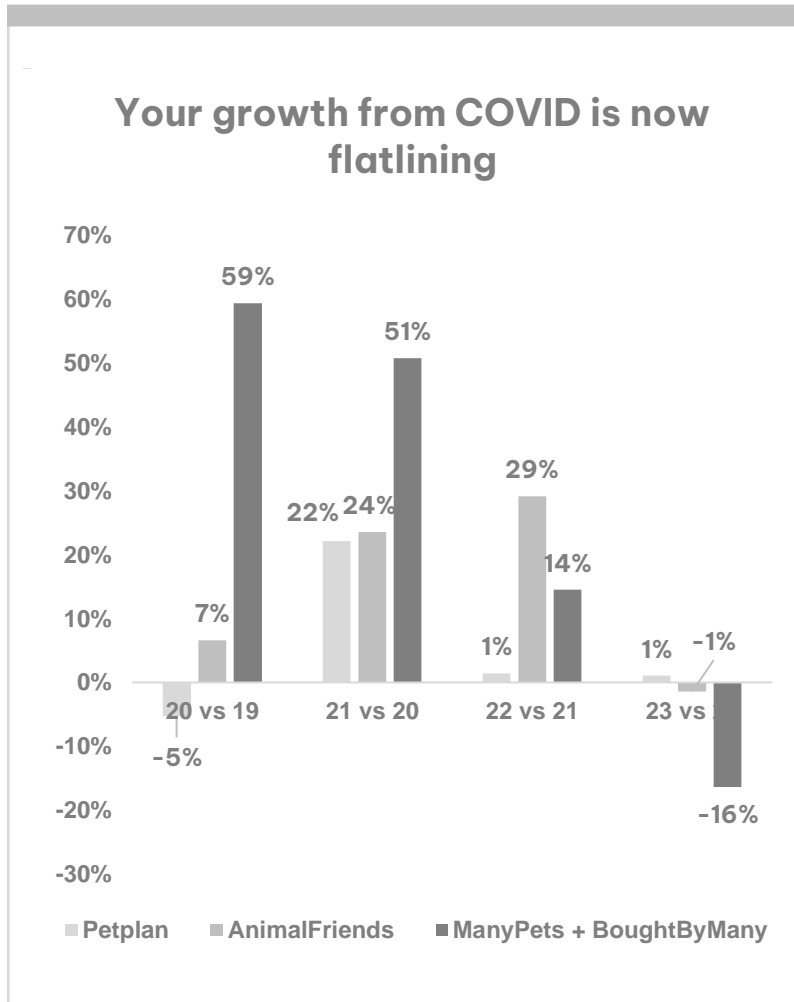
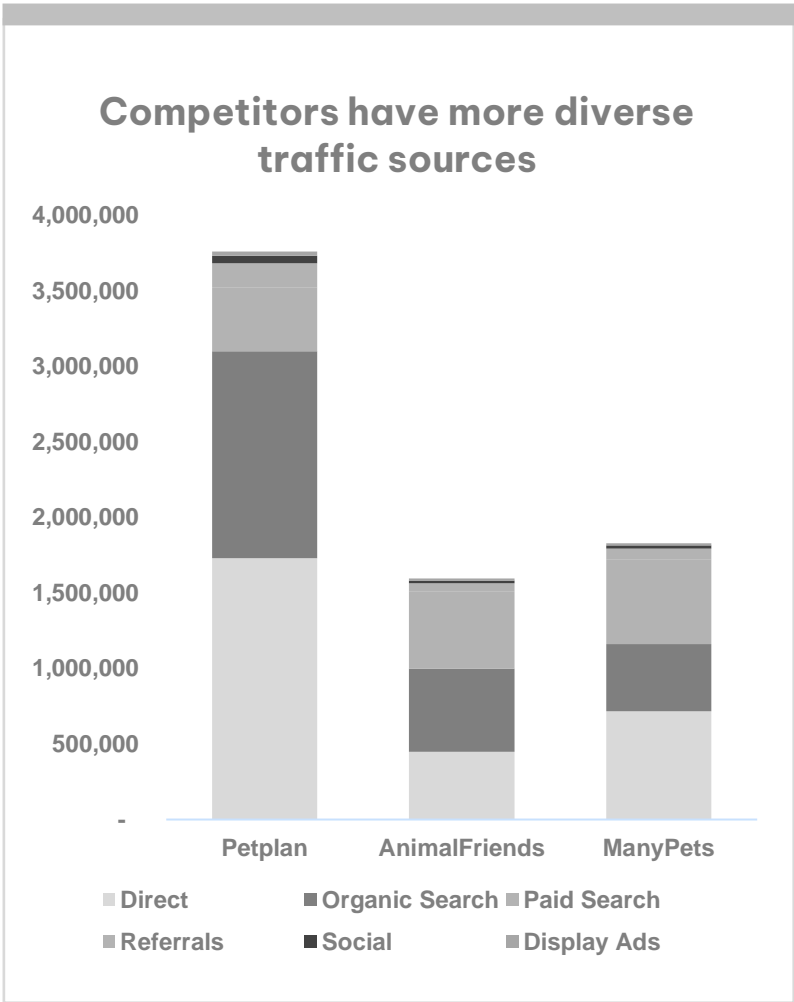
Diversified approach across devices



**Proven ~6% incrementality of PPC**

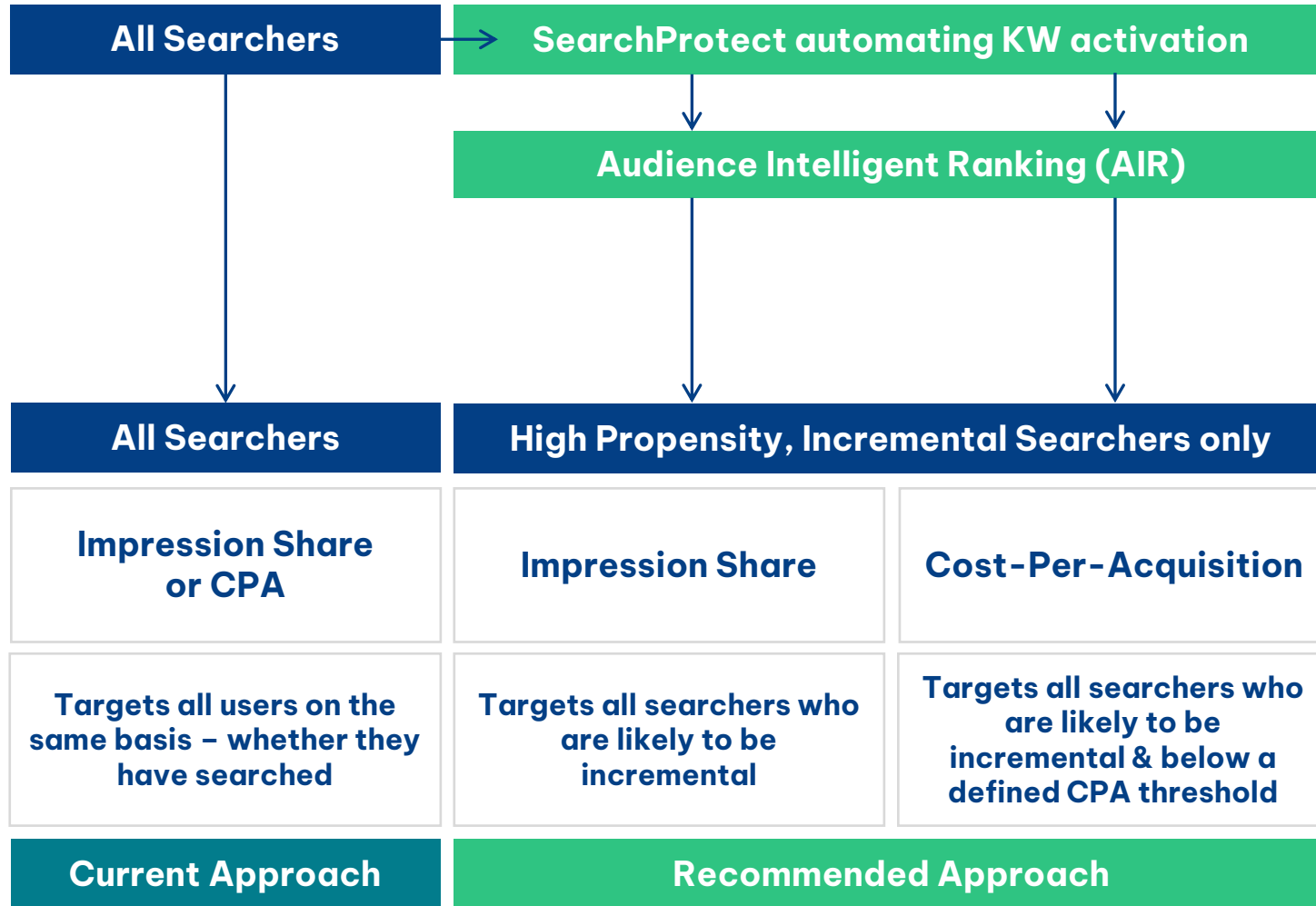


# Your brand reliance makes it harder to compete in Generics

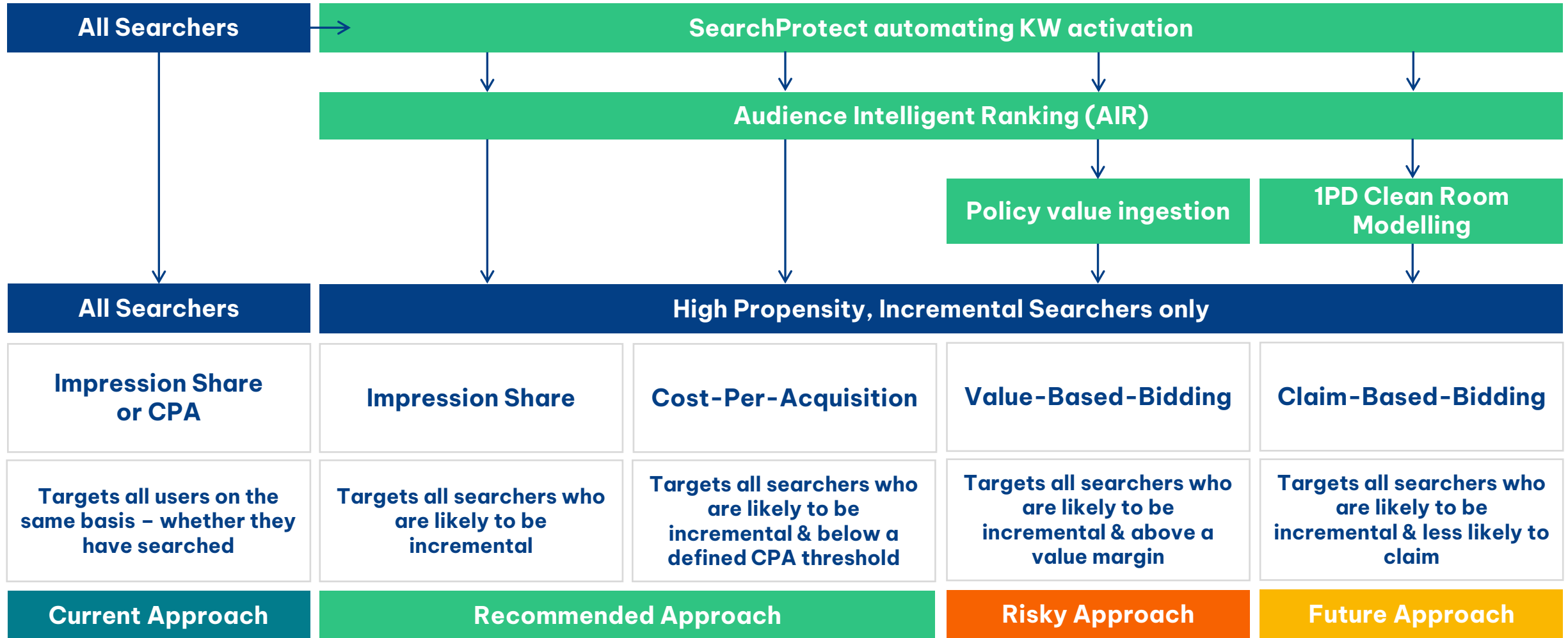


\*SimilarWeb - 2022-2023

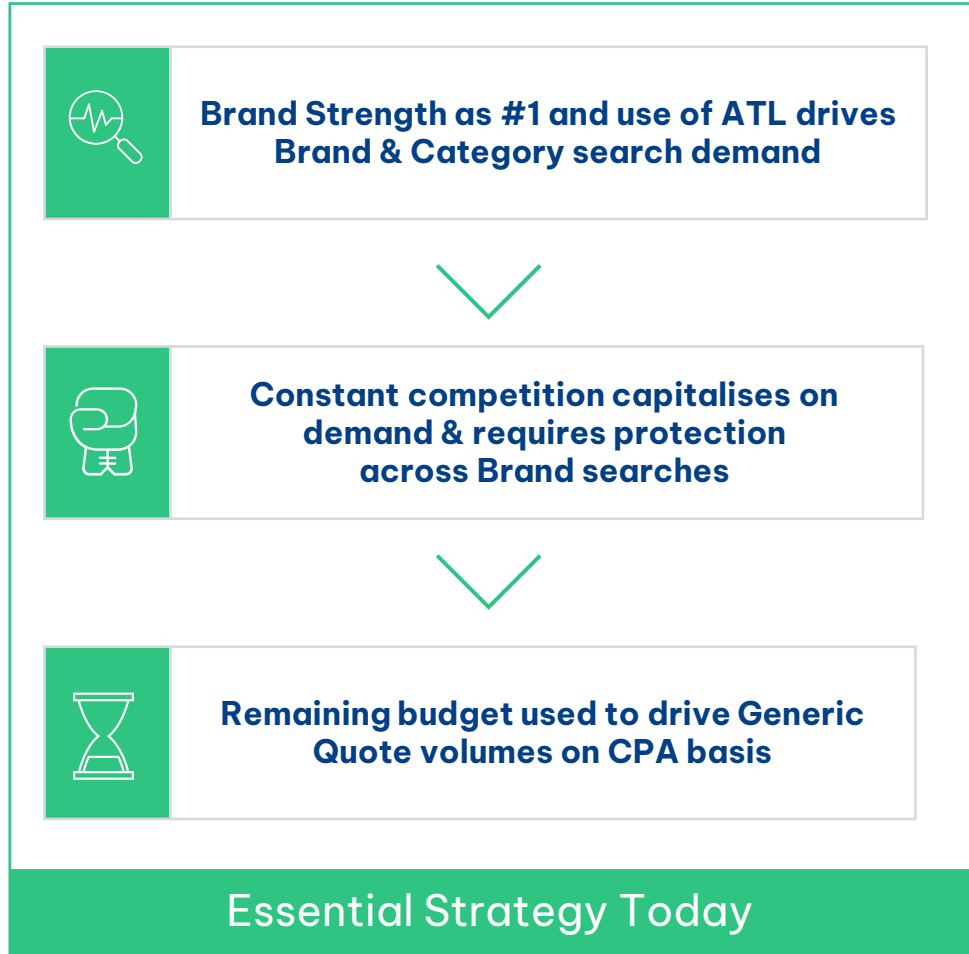
# Progressing to a propensity-led approach will help you break out of this trap



# Progressing to a propensity-led approach will help you break out of this trap



# Allowing us to reframe the roles of Brand & Generic Search



**Secure Search**

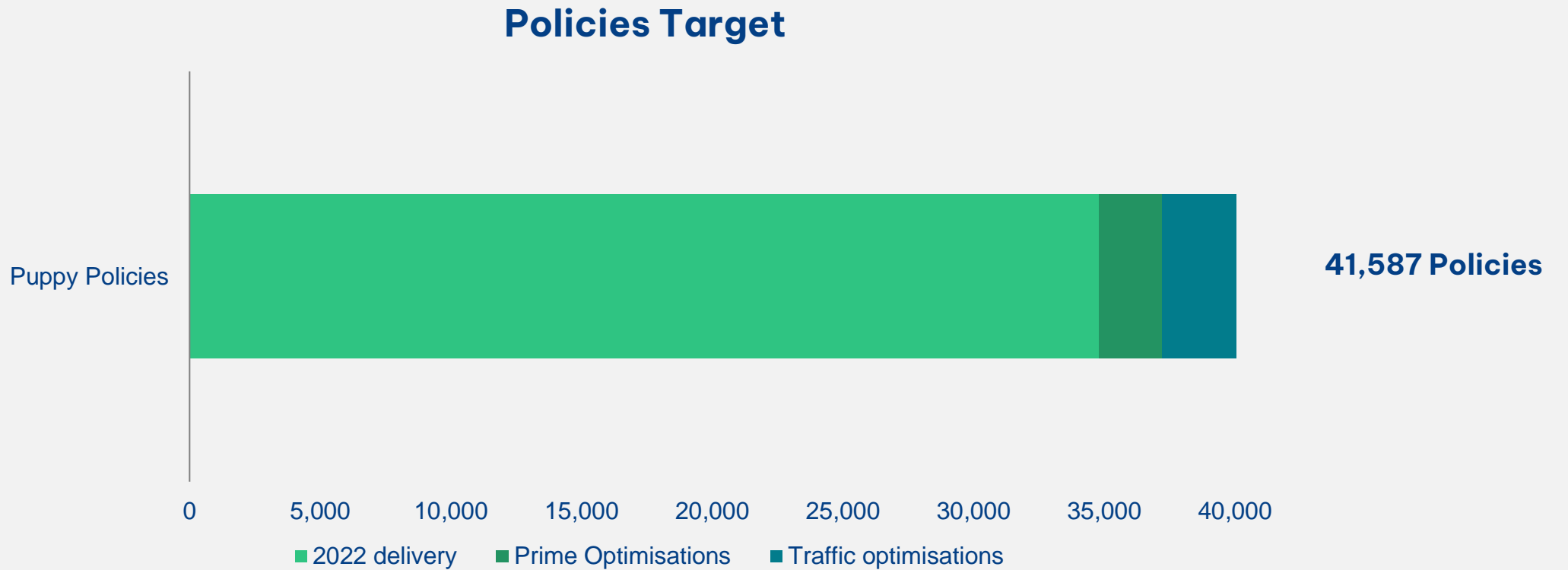


# To work seamlessly within the digital ecosystem and the wider funnel





# Increasing traffic efficiency, we forecast an incremental 4.3k puppy policies



# Activation & Measurement pulls together the full funnel plan and ensures identification of opportunities and optimisations



Growth Mapping



Audience Empathy



Planning



**Activation  
& Measurement**



**This three-part approach to July  
& August recruitment retains your  
existing audiences whilst accessing  
new growth opportunities**

# Our full-funnel approach for reaching our audiences

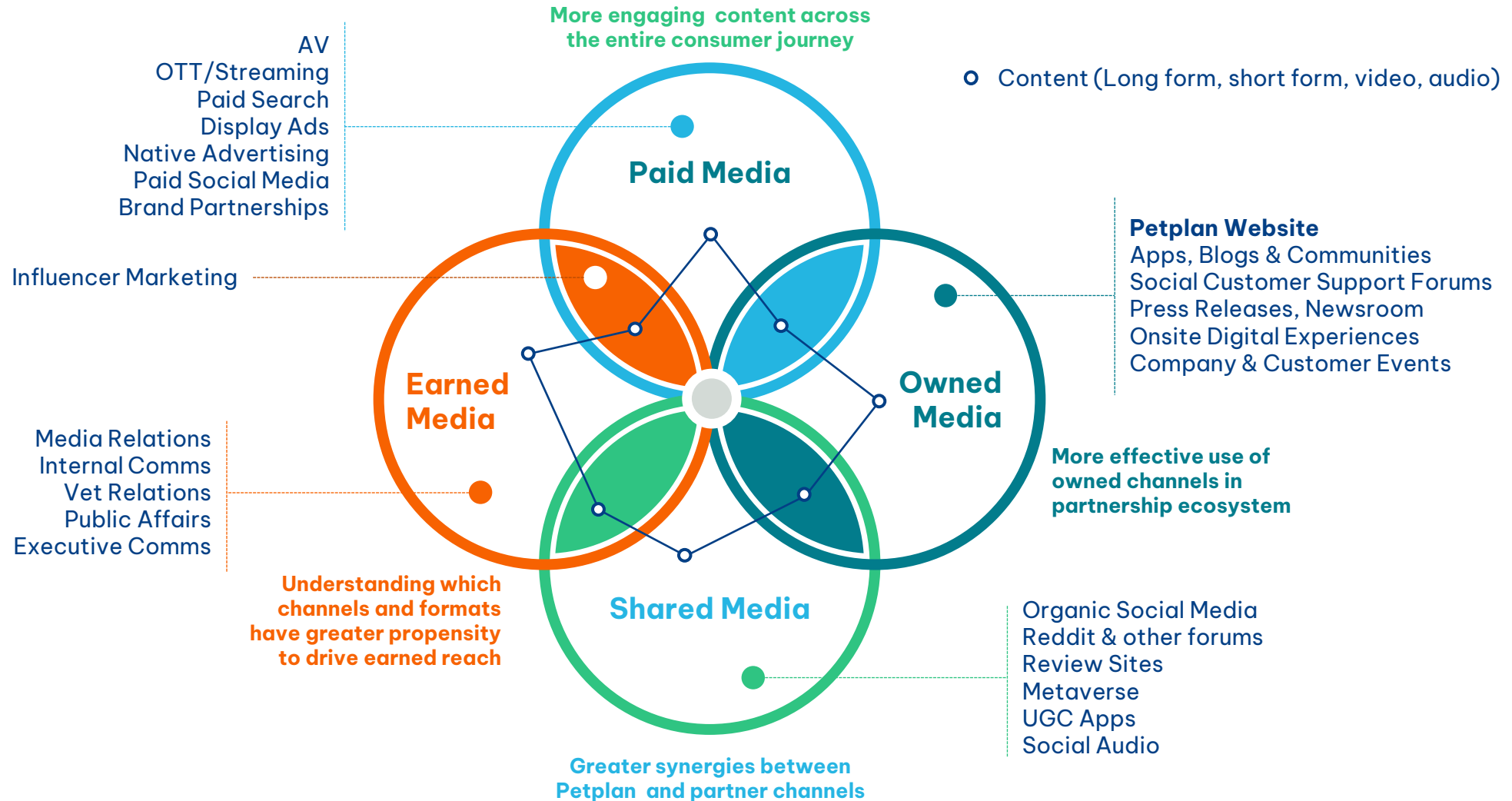
Campaign funnel	Example Objective(s)	Comms	Media audience	Example Channel(s)	Example Format(s)	Example Marketing KPIs	Media KPIs
<b>PRIME</b>	Brand Quality	Build brand salience as a helping hand through the longer puppy research phase	25-34 core 35+ Overhear	<ul style="list-style-type: none"> <li>› TV / BVOD</li> <li>› DCO OLV / Social V.</li> <li>› Rich Media Display</li> </ul>	<ul style="list-style-type: none"> <li>› 20" - 30" AV</li> <li>› Immersive Mobile High Impact Ads</li> </ul>	<ul style="list-style-type: none"> <li>› Awareness</li> <li>› Consideration</li> </ul>	<ul style="list-style-type: none"> <li>› Relevant Reach</li> <li>› CPV</li> </ul>
<b>PROMPT</b>	Top-of-mind awareness	Maximise brand and product salience so that we are always top of the list as puppy parents prepare for ownership	Data signals for new Puppy products	<ul style="list-style-type: none"> <li>› DCO OLV</li> <li>› Rich media Display/Social</li> <li>› Influencers</li> <li>› Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>› 10" - 20" AV</li> <li>› Rich Media Display</li> </ul>	<ul style="list-style-type: none"> <li>› Traffic</li> </ul>	<ul style="list-style-type: none"> <li>› Engagements</li> <li>› Clicks</li> <li>› CPC</li> </ul>
<b>PURCHASE</b>	LTV	Reinforce and resurface exceptional proof points to drive consumers direct and away from PCWs	In-market for Pet Insurance	<ul style="list-style-type: none"> <li>› Search</li> <li>› Social</li> <li>› (Re-)targeted display</li> </ul>	<ul style="list-style-type: none"> <li>› Selected Keywords</li> <li>› Visual In-Feed</li> <li>› Premium PMP</li> </ul>	<ul style="list-style-type: none"> <li>› New Policies</li> </ul>	<ul style="list-style-type: none"> <li>› Conversions</li> <li>› CPA</li> </ul>
<b>POST PURCHASE</b>	Cross-sell	Show our ongoing love and support for pups and their parents through surprise and delight comms	Existing Customers	<ul style="list-style-type: none"> <li>› CRM</li> <li>› Activations</li> <li>› Social</li> </ul>	<ul style="list-style-type: none"> <li>› Birthday Cards</li> <li>› Newsletter</li> <li>› Visual In-Feed</li> <li>› Activations</li> </ul>	<ul style="list-style-type: none"> <li>› + Customer Lifetime Value</li> </ul>	<ul style="list-style-type: none"> <li>› CR/Actions</li> <li>› Engagement</li> </ul>

# Media plan

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	£5m	
Prime	TV							Brand		£1,490,203	
	BVOD							ITVX, All4, Sky – audience		£855,487	
	Online Video							YouTube – audience		£441,542	
	Social		TikTok – Influencers								£150,000
	Display		Rich media DCO								£100,000
Prompt	BVOD					ITVX, All4, Sky – Pet Context				£124,000	
	YouTube					YouTube – Pet Context				£144,000	
	Partnership		Amazon x Petplan 1PD Partnership								£600,000
	Social				Meta, Pinterest					£539,768	
	Display		Rich media DCO								£100,000
Purchase	Search		PPC								£455,000



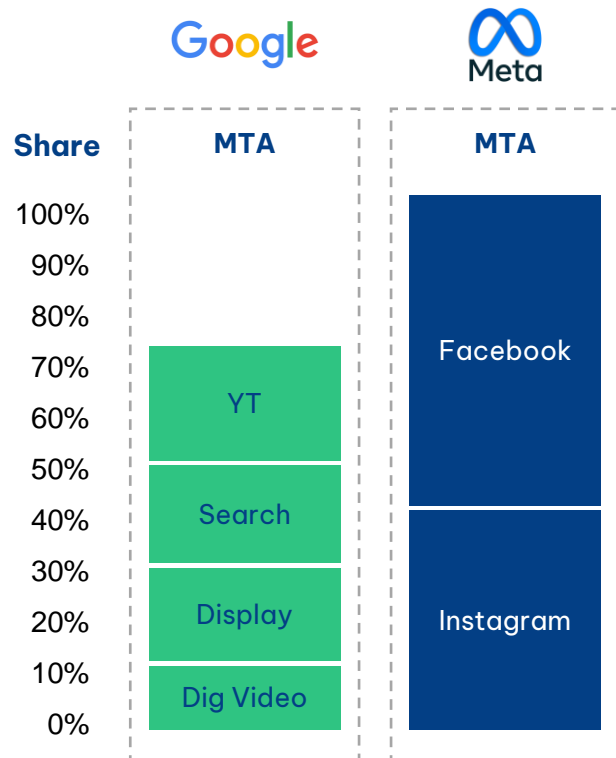
# Working together on PESO Planning Will Help Extract Maximum Value from all touchpoints



**The biggest barrier to this priming approach being successful is a measurement framework capable of evaluating across upper and lower funnel**

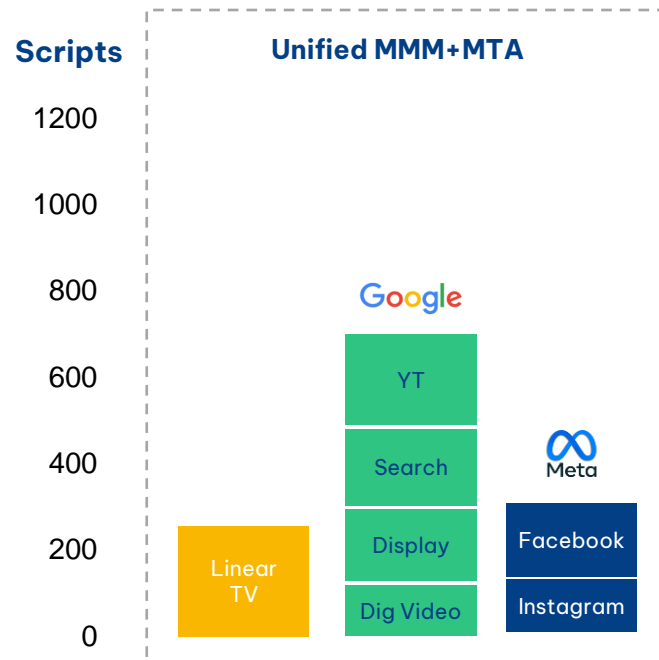
# Key Challenge: Effective Measurement requires Connected Full Funnel Performance reporting

MTA is used to measure the share of conversions using an identifiable/ measurable sample within each cleanroom environment



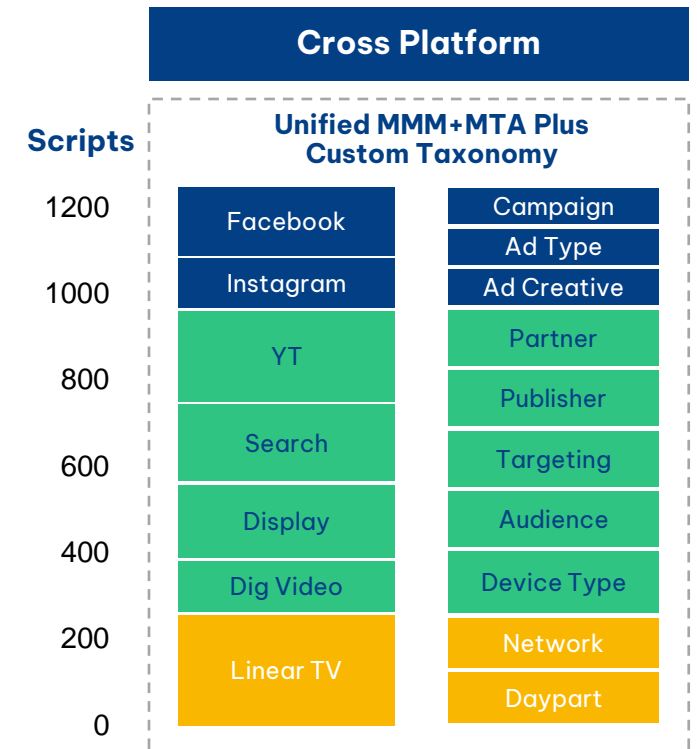
MMM is used to set the overall impact of the measured channels in each MTA, this ensures that results across cleanrooms can now be compared

The share of conversions from MTA are preserved



Holistic cross platform and channel optimization

Allocations can now be completed across all channels



# Real-time Reporting, Regular Meetings and a focus on decisions over pulling reports will allow us to be nimble together





**And finally, at OMD we always think  
beyond media to drive the optimum  
business outcomes**



# AT OMD we consider every touchpoint



Leveraging search & content to make organic work harder for Petplan



On-site optimisations to improve journeys and conversion rates



Post-Purchase surprise & delight activations to drive WOM & opportunities for advocacy

# Today we've shown you how to stay Alpha of the pack

01

**Broaden Targeting  
To Younger Entrants**

02

**Start Earlier  
In The Journey**

03

**Supercharging  
Performance**

# Hopefully we've shown you today

## Our intention is to:

Showcase our expertise in tackling your challenges through the funnel



Connected Thinking

Give you a sense of how we work and the processes we'd deploy via Omni



Connected Platform

How the Core 4 on your business would interact and work with yourselves to co-create the answer



Connected People

Demonstrate the impact this approach will have on the Petplan business



Connected Impact



**Thank you!!!**

**We would love  
to join your  
pack!**

*Benji*