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Hundreds of clients
I can count on one hand how many of them really knew the need to be different.
I’m not the first to wonder why ...
... all strategies are missing one thing
Make it seen
But here’s the thing ...
You can break through and communicate and be persuasive.
But not knowing the real problem is ...
...the real problem!
An example:
AXA Equitable
Third largest financial institution on Earth
Unknown in the U.S.
They wanted to build awareness while selling annuities
Why?
Because we’re the third largest financial institution on Earth!
Get to work
The need for an annuity wasn’t clear
Prospects wouldn’t engage
We did some reporting
We went beyond focus groups
We discovered we were trying to solve the wrong problem
All they craved was peace of mind
We could solve that
INCOME FOR LIFE
That became the persuasion
We used a breakthrough creative device
We communicated clearly
And we told them why