

**Embargoed until 8 September, 2010**

## **Funds can now pull the right marketing levers**

The results for the 2010 Ultimate Superannuation Marketing Metrics are out providing participating funds with the marketing and competitive intelligence they need to pull the right marketing levers.

“The strategic marketing decisions funds make determine the marketing levers they pull and how finite marketing budgets are spent to achieve the fund’s business and communications objectives”, said Bruce Stafford, Director of Longship Research & Consulting.

“Pull the right levers and you’ll do well. Pull the wrong levers and you may not achieve your business and communications objectives and worse still, compromise your fund’s competitive position”, said Stafford.

Quality strategic decisions to pull the right marketing levers requires the right marketing and competitive intelligence. Some funds place too much emphasis on single measures such as satisfaction or NPS, have no idea how they compare to other funds, and do not have the research budgets to get the intelligence they need.

“The result can be setting fund business and marketing strategy on insufficient information, making decisions in a vacuum by only understanding your fund and not peer and competing funds, and simply spending more money on top-level research than you need to, leaving no budget left to drill down into fund-specific areas”, Stafford said.

The Ultimate Superannuation Marketing Metrics gives funds key competitive intelligence across a complete suite of marketing metrics including member satisfaction, commitment, advocacy, brand awareness, brand favourability, brand equity, brand utility, member purchase drivers, member engagement and situational segmentation.

Overall, the key predictors of fund brand favourability from the 2010 study were overall satisfaction with the fund, the fund being seen as safe and secure, the fund being seen as a quality fund and the fund supporting the industries the members work in.

Overall, the key reasons why members choose a fund on change of job are being a safe and secure organisation, being a trustworthy organisation, providing good customer service, low fees and charges and being easy to deal with.

But one of the key outcomes of the study was the wide variation of results across funds. Every fund has its own competitive strengths and weaknesses, and therefore has its own business and marketing challenges to deal with – all requiring different marketing levers. Levers include brand positioning,

message and media development, segmentation, service and product development, aligning member touch-points with your brand promise and creating that 'WOW' brand experience factor they won't forget.

"In a nutshell, funds can only pull the right marketing levers if they know what their competitive position is on a range of key marketing metrics. It's about getting the most out of your investment in research to get the maximum return on your marketing investment.

"There is more competition and marketing spends are increasing. The right marketing decisions have an enormous impact on the ongoing success of super fund, both with members and competitively. This program is about giving funds the best possible intelligence to do just that.

"This is the information I wish I had when I was heading up marketing for a super fund", said Stafford.

Registrations for the 2011 Ultimate Superannuation Marketing Metrics study are now open at [www.newfocus.com.au/supermetrics](http://www.newfocus.com.au/supermetrics)

### **About The Ultimate Superannuation Marketing Metrics**

The Ultimate Super Marketing Metrics is one of the largest ever studies of super fund marketing that enables funds to track their position and progress on ten key marketing metrics against other funds to drive their competitive marketing strategy. It incorporates Industry Funds, Retail Funds, Government Funds and Corporate Funds, all in one.

The marketing metrics suite includes member satisfaction, commitment, advocacy, brand awareness, brand favourability, brand equity, brand utility, member purchase drivers, member engagement and situational segmentation.

Longship Research & Consulting provides strategic research and consulting services to the financial services sector. new**focus** Research has built an 18 year reputation on providing high quality pragmatic strategic research and advice with extensive experience in superannuation.

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