

Case Study

Client — Aviva

Campaign — #savesmarter



The Challenge

Finding out what savers care about.

Aviva, best-known for their car insurance offerings, wanted to create a campaign that would help raise awareness of their savings offering.

But who were the people that their products would be most suited to? What did those people think about saving, and what kind of attitudes and behaviours were they displaying?

To find out and understand their audience, Aviva worked with Pulsar.



The Insight

Three key behaviours around saving came into focus

Looking at conversation online about saving, we discovered that community was key. A big part of the conversation took part around 'savings challenges', meaning people shared the stories of success and failure in saving with others online.

These three key elements were at the heart of online conversation around saving:

- **#savingsheroes** Positive reactions to success stories and everyday champions who were asked to share their savings secrets.
- **#savingsstruggles** People expressing their struggles around saving on everyday items was another large part of the conversation – saving on groceries, for example.
- **#savingscommunity** Savings discussion built around communities where people come together to get advice and support.



The Result: TV advert

How Aviva created their #savesmarter campaign based on the insights

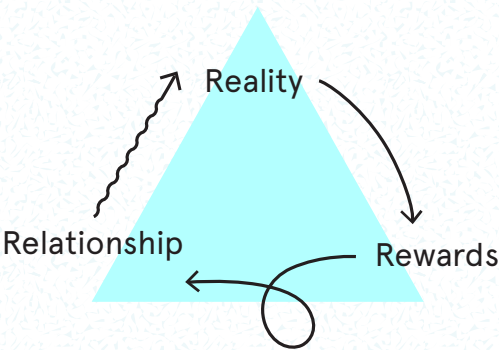
Aviva's #savesmarter series of TV adverts tells the story of two families competing to save as much on daily items at possible, each of them hoping to outdo the other over a limited period of time. This idea was based on the insights around community, everyday savings struggles, and a 'challenge' with a winner at the end.

Ultimately, the underlying behaviour of the 'challenge' allows people to feel the reward of success when they've overcome the reality that saving is difficult.

The community, or the relationships, will affirm and support the family challenged, adding to the feel-good factor of reaching the goal.

This in turn will encourage the family who won their savings challenge to encourage and support others, reinforcing and expanding the positive loop.

[*Click here to watch video](#)





The Result: Personality Test

How #savingsheroes led to the creation of the financial personality profiler

When analysing the data online we found that stories of people succeeding in saving money were popular.

They were regarded as people to look up to, because their knowledge of saving would be valuable to others. Because of this, we coined the term "savings heroes" to describe them.

As a result of our recommendations Aviva created a Financial Personality Profiler on their website, which is a short questionnaire allowing people to answer questions designed to understand their attitude towards saving.

Through this information, consumers could find out which "savings superhero" they are.

Aviva used our concept of a hero as a fun, light-hearted way to get people to engage with the brand and gain a better understanding of the type of saver they are.

Meet the Superheroes

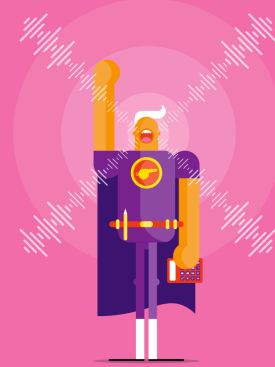


Professor Chill

"No gimmicks necessary!"

You have an extraordinary capability not to get ruffled by all this money stuff, but being so relaxed may not always be in your best interests.

Meet the Superheroes

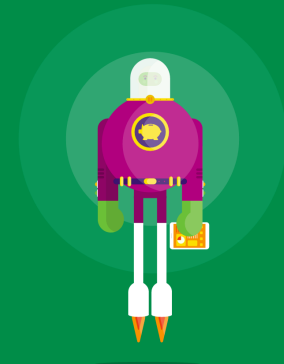


The Commander

"AFFIRMATIVE!"

You're the commander of the financial universe, but your lack of tech know-how could hamper your leadership.

Meet the Superheroes



Turbo Saver

"Inhale confidence! Exhale doubt!"

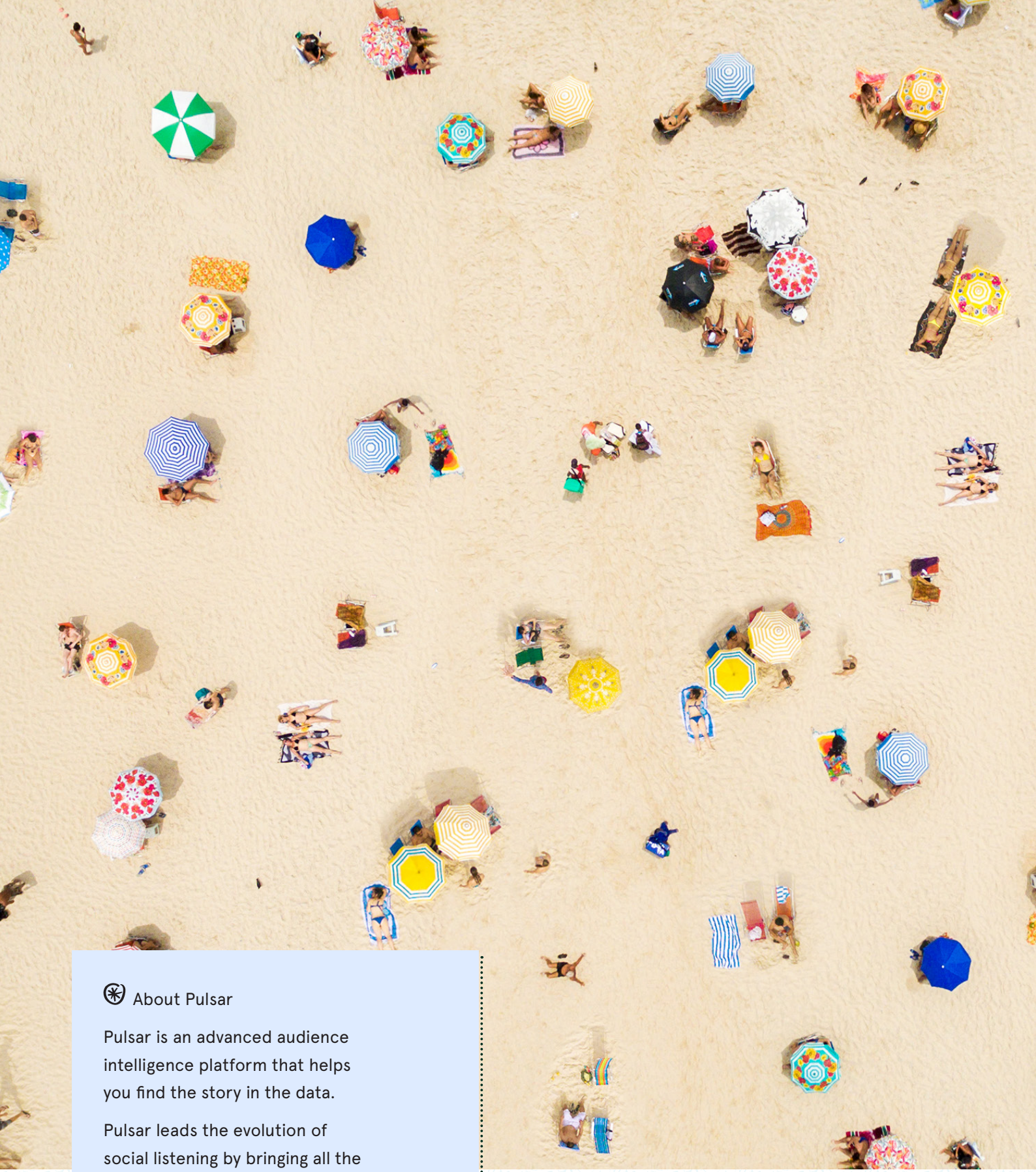
You really are very good indeed at this money thing, but your sheer audacity could mean you're missing out on opportunities.



The Plan

To answer the brief, we carried out a four stage analysis process:

- We used Pulsar TRAC to collect online mentions of personal savings experiences
- The collected data was quantified, so that we could see the category as a whole and gain perspective on the most engaged with content and key channels
- We then conducted a qualitative analysis to get a deeper understanding of trends and themes that were coming out strongly in consumer discussions
- Finally, advanced network analysis was used to segment the audience and identify key tribes; which would present an opportunity for Aviva to gain an understanding of the different audiences and their varying needs and attitudes towards saving.



About Pulsar

Pulsar is an advanced audience intelligence platform that helps you find the story in the data.

Pulsar leads the evolution of social listening by bringing all the digital signals of your audience into one place and leveraging the power of data visualization and AI to help you uncover the personas, trends, behaviors and affinities that will make your marketing bullet-proof.

Contact Pulsar to see what the platform can do for you...

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