BT Financial Group

Media Release

BT goes 3D to help boost investor confidence

Friday, 7 May 2010

BT Financial Group has embarked on a new integrated marketing campaign using 3D innovations to re-engage investors on the need to think and act long-term when building retirement wealth.

The 'Bigger Picture' insights campaign, which rolls out this weekend, marks the largest for BT since Westpac Banking Group merged with St George Bank in December 2008, combining both wealth businesses and creating Australia's largest wealth manager – BT Financial Group.

Chief Economist at BT Financial Group, Chris Caton, said the campaign sets a practical and informative tone for an industry that must do more to help investors stay engaged with the 'big-picture' of superannuation and long-term investment.

"The behaviour of markets in recent weeks has reminded us that there is still a good deal of uncertainty out there," Dr Caton said.

"But instead of feeling daunted, investors should embrace the tried and tested lessons of history and remain engaged in their own investment future.

"In its recent response to the Henry tax review the Government reinforced the fact that super is the centrepiece of our retirement savings system and BTFG wants to help people better understand their own super and investment situation," he said.

The television commercials employ a three dimensional graph as the principle creative device. Dr Caton, alongside BT experts Melanie Evans - Head of Superannuation, Chris Freeman - Head of BT Wrap and Michael Bailey - Investment Specialist BT Wrap will spearhead efforts to arm both advisers and investors with additional investment insights.

Carly Loder, Head of Marketing at BT, says the campaign combines dramatic 3D visuals with BT's historical positioning of providing investment insights to present a powerful case for long-term investment.

"By presenting investors with tangible and practical insights, we hope to reinforce investment facts and correct some common misconceptions," Ms Loder said.

"BT has always opted for informative and educational marketing initiatives, and this seems more pertinent than ever as markets and investors worldwide recover from the GFC and its aftershocks."

The campaign centres on four core insights: cash v shares, superannuation, property v shares, and long-term investing. Among the several facts presented in the campaign is the one in 25 chance of a negative return over any five-year period over the last 50 years, compared to a one in four chance over a 12-month period.

From 9 May, advertisements will appear on free-to-air and pay TV, in cinemas, in print, online and billboards.

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Media Release continued

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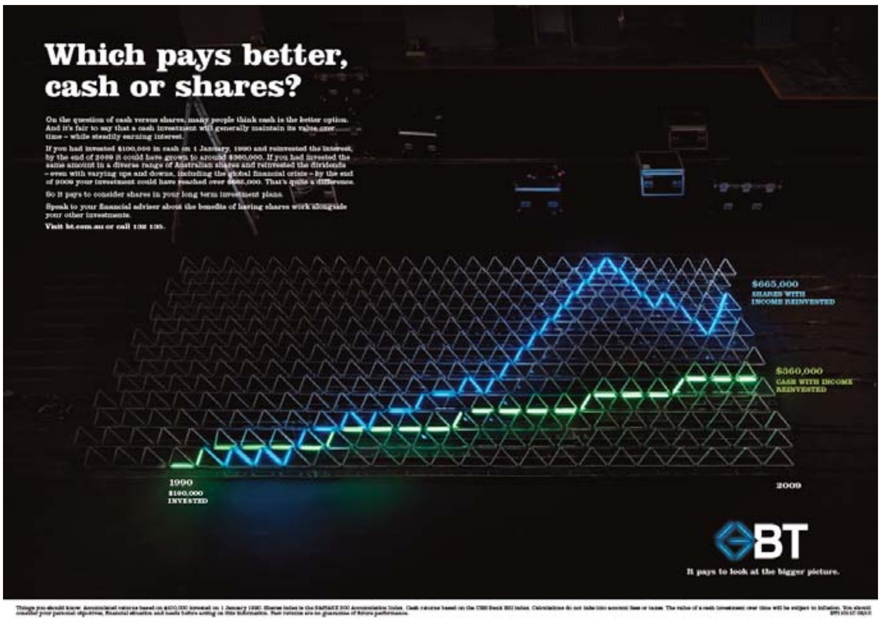
Print advertisement examples:



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