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Standard Life reveals ‘The Way Forward’

- **Standard Life announces the repositioning of its brand and a refreshed visual identity**
- **This latest step in Standard Life’s transformation is one of the ways it is bringing to life the products and services that have been developed for a changing marketplace**
- **The brand repositioning is built on extensive customer research and insight and reflects the investment being made in the business now and in the future**

Standard Life has today signalled another major step in its ongoing transformation by announcing a repositioning of its brand and a refreshed visual identity.

This repositioning has been shaped by extensive customer research and insight. It reflects the changing financial landscape and the investment Standard Life is making in customers, intermediaries and technology, which is underpinning the launch of several new propositions in 2011. These include the recently launched online personal pension as well as the enhanced adviserzone and employee wealth benefits platform, both of which will launch to intermediaries in the first quarter of this year.

A key part of the brand repositioning for Standard Life will be delivering even clearer communications to its customers to help them plan for their financial future. This will be done through a phased review of all customer and intermediary literature and an extensive overhaul of websites, which is already well underway.

David Nish, Chief Executive, said:

“Today’s brand repositioning is a very exciting step in our transformation as a business. We have made a substantial investment in understanding what people need and in building products and services that are relevant to an evolving financial landscape. This will significantly improve the way in which we engage with customers and intermediaries.

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“Our business has changed substantially in the last 12 months and will continue to transform. We have refreshed our visual identity to provide a clear outward signal of our brand repositioning and the forward thinking approach we are taking to people’s long term savings needs. We want everyone who deals with Standard Life to look forward to the future with confidence and optimism.”

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Notes to editors:

1. Standard Life is a long term savings and investment business, with headquarters in Edinburgh and operations across the globe, providing pensions, long term savings and investment management products.
2. Standard Life’s strategy is to drive shareholder value as a customer-centric business that is supportive and easy to do business with, providing innovative long term savings and investment products that meet customer need and are sustainable and profitable.
3. Adviserzone is Standard Life’s dedicated extranet site for financial advisers. A new version of it will be launched this quarter, with enhanced functionality in direct response to research among intermediaries.
4. Standard Life’s employee wealth benefits platform is a pension and benefits platform for large employers.
5. In January Standard Life launched its first online personal pension – Active Money Personal Pension – which is a flexible pension plan offering a broad range of investment funds. This was launched in conjunction with a new online pension planning tool to help engage with a new generation of customers who have yet to take control of their long-term financial planning.
6. Standard Life’s brand positioning is encapsulated by the endline “The Way Forward.”
7. Standard Life’s refreshed visual identity is being rolled out gradually across the business from today. This is being done in a cost efficient way to coincide with new campaigns and propositions as they are launched.
8. This is the first time that Standard Life has altered its visual identity since 1993.
9. Contact us for photography of our new visual identity.

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