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Legal & General Retail Retirement signals ambitious growth plans with key agency appointments

- **Havas Media, Lansons and BBD Perfect Storm appointed following a rigorous and competitive pitch and tender process**
- **Legal & General Retail Retirement's agency appointments underscore the division's intent to become the UK's number one retirement brand**

Legal & General, the FTSE 100 financial services company, has reinforced its ambition to become the country's number one retirement brand with step change agency appointments by its Retail Retirement division. Havas Media has been confirmed as its new media agency, Lansons as the retained PR and communications consultancy and BBD Perfect Storm as its creative agency.

The appointments, focusing on its Retail Retirement business, follows a competitive pitch and tender process handled by Ebiquity.

Legal & General Retail Retirement has ambitious growth plans to become the UK's retirement brand of choice for consumers and advisers. The new partnerships are part of a drive to build brand awareness, grow its customer base and help the UK enjoy longer, healthier, happier retirements.

All agencies demonstrated a clear understanding of the challenges facing the business and showcased how they could partner with Legal & General to help it realise its strategic ambition, and help more people have the colourful retirement they deserve.

Announcing the new agency appointments, **Meg Dickens, Marketing Director, Legal & General Retail Retirement** said: "Our marketplace is extremely competitive. Having the best product solutions and service offering does not automatically attract customers. We have to be relevant to them in their daily lives and that means being seen in the right place, at the right time by them. Our new agency partnerships will give us greater flexibility in managing our media activity across all channels and help elevate our market presence when our customers need us most."

Supporting Comments:

Stephanie Marks, Managing Director, Havas Media Group, added: “Legal & General is a fantastic brand with great heritage, and we are hugely proud to have them as our partner. The vision that they have for their retirement portfolio is very exciting, and it’s fantastic to be part of the journey as we enter very interesting times for this generation of consumer.”

Laura Hastings, Managing Director, Lansons said: “Legal & General is such a forward-thinking business and we are delighted to partner with them as they look to establish their Retail Retirement business as the standout brand in the market. Their commitment to finding solutions to a changing retirement landscape and to helping customers engage in a meaningful and productive way is really compelling. We are looking forward to working with the team to deliver on their ambitions.”

Jason Foo, CEO, BBD Perfect Storm, said: “While the notion of retirement has radically changed in our society, the broader financial services industry delivered little to recognise this. Legal & General has an incredible and purposeful vision to reinvigorate the later life category. We are excited to work with them to deliver the strategy and communications that reflect a more colourful retirement.”

-ENDS-

Notes to editors

The Legal & General Retail Retirement (LGRR) media account was previously handled by Mindshare, who is still retained by other businesses within the Legal & General Group.

The LGRR PR account was previously handled by Rostrum

LGRR’s previous creative agency was Teamspirit.

About Legal & General

The Legal & General Group, established in 1836, is one of the UK’s leading financial services companies. As at 30 June 2018, we had over 9.5 million customers in the UK for our life assurance, pensions, investments and general insurance plans.

Legal & General Assurance Society Limited.

Registered in England and Wales No. 00166055.

Registered office: One Coleman Street, London EC2R 5AA.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority

About Legal & General Retail Retirement

Legal & General Retail Retirement (LGRR)'s mission is to help its customers lead longer, healthier, happier lives. We believe everyone should be able to have a 'more colourful retirement'.

The Division comprises the Group's individual annuity, lifetime mortgage and care solutions businesses – it has more than half a million customers and circa £20 billion of assets under administration.

In H1 2019, LGRR wrote £497 million of annuity premiums and issued £489 million of lifetime mortgages.

About Havas Media

We are a strategic media and marketing agency designed to create Meaningful Brands by reimagining valuable experiences. Our smart thinking around enhancing customer experience means we deliver high performance, highly optimised user-first solutions to deliver more measurable, meaningful experiences between brands and people. Our clients include Homebase, Starbucks, BBC, KIA Hyundai, Dreams, EDF and Beats by Dre.

About Lansons

Based in London and New York, Lansons is a leading independent reputation management consultancy, 100% owned by people working in the business. It has been voted agency of the year seventeen times since it was established in 1989 by its Chair, Clare Parsons and Chief Executive, Tony Langham. Lansons has over 100 people (35 of whom own the Limited Liability Partnership), has won over 90 major awards, and works for more than 100 national and international clients. Through its membership of the international networks PROI Worldwide and Global Communication Partners (GCP), Lansons delivers global expertise and strategic advice. At the same time Lansons has been featured in the Great Places to Work 'Best Workplace' rankings for each of the past fifteen years. Lansons' consultants are experts in media, investor, political, regulatory, employee and change, crisis, digital and international communications. In 2019, Lansons announced its acquisition of Intermarket, the specialist strategic communications consultancy based in New York.

About BBD Perfect Storm

BBD Perfect Storm is the independent brand and cultural transformation company. In April 2019 the agency was named both Emerging Agency of the Year by CreativePool, and included in The World's Leading Independent Agencies of 2019 by The Network One and Campaign. It has a staff of nearly 50 people based out of its London offices off the Silicon Roundabout. Clients include: Berry Bros & Rudd No. 3 Gin, Dove for Men, Etihad Airways, Investec, Mayor of London and the Greater London Assembly, Unilever and Vitality.

Further Information

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