

*Using new technology
for one-to-one engagement
for AXA*



Landscape

+44 (0) 207 7692 7001
www.yourlandscape.co.uk

AXA wanted to position their new commercial insurance segment and communicate this to targeted broker CEOs and senior management. We developed a 'Go Beyond' proposition and engagement plan that clearly positioned AXA within the broker landscape and communicated AXA's commitment to this segment. This was delivered through bespoke iPads and iTouches, with pre-loaded, personalised films, supported by other personalised launch collateral.

Go to www.axagobeyond.co.uk



- Product launch
- Film
- App
- Literature
- Microsite
- E-marketing
- Campaign identity
- iPad/iTouch packaging
- Art direction
- Photography
- Copywriting

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