



Our refreshed brand positioning

Our approach

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Manager





Launching our refreshed positioning

Julie-Ann Hall



**Highest
level of
customer
Brand Love**

**Positive customer
sentiment**

#1

**Adviser Brand
positivity**

99%

**Of colleagues
know we're
customer-owned**

Five key research learnings.

Trust and transparency, from financial services, is essential for consumers.

Mutuality/Customer-owned does land trust... once unpacked and explained.

Mutuality must be grounded in a personal benefit.

We need to be clear, concise and literal with our messaging (most don't know what we do).

Avoid negativity against others/competitors. Focus on our strengths.

Our refreshed brand positioning

Who we are.

150+ years of equity in the name.

We don't work with you...

we work for you (for the best interests of your clients).

A positioning that represents what it means to be customer-owned.



Royal London Works for You

A deliberate double meaning.

Works for you (a good decision/good choice for you/your business) and works for you (you're in control).

There's a collectiveness to our "you".

We work for you (individual), and you (adviser/broker), and you (EBC) and you (RLAM), and you (employer) etc...

Our new campaign - Brand



<https://youtu.be/FIFaShJ4EBI>

Our new campaign

 ROYAL LONDON

Works for you

**We're customer owned.
Which makes you the boss.**



[Search Royal London](#)

Pensions. Protection. Investments


ROYAL LONDON
Works for you

We're customer owned. Which makes you the boss.



[Search Royal London](#)


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ROYAL LONDON
Works for you
Pensions. Protection. Investments

Our new positioning working across all audiences

'Royal London works for you' is being embedded and adapted across all audiences including B2B audiences; Royal London Asset Management and Royal London Ireland portfolio brands

Platform:
Royal London works for you
Runs through everything we do

Creative execution:
You're the boss
Used for mass audience or when directly addressing existing customers

Royal London works for you, tailored for all audiences

Advertising campaigns

Owned channels

Sponsorship

Internal Comms

Product info

Customer Service



Activation & measuring success

Colleague engagement, customer journeys & metrics

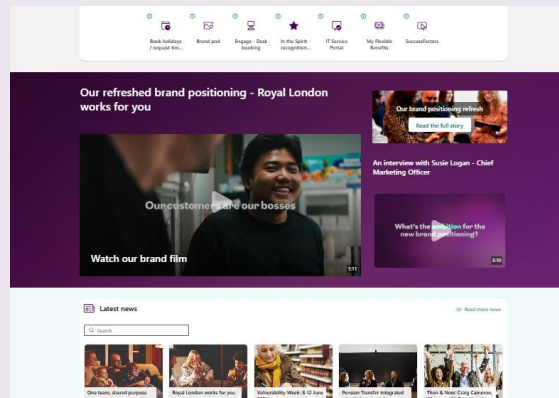
Nadia Robinson

23/06/2026



Our colleague launch experience

Awareness



Engagement

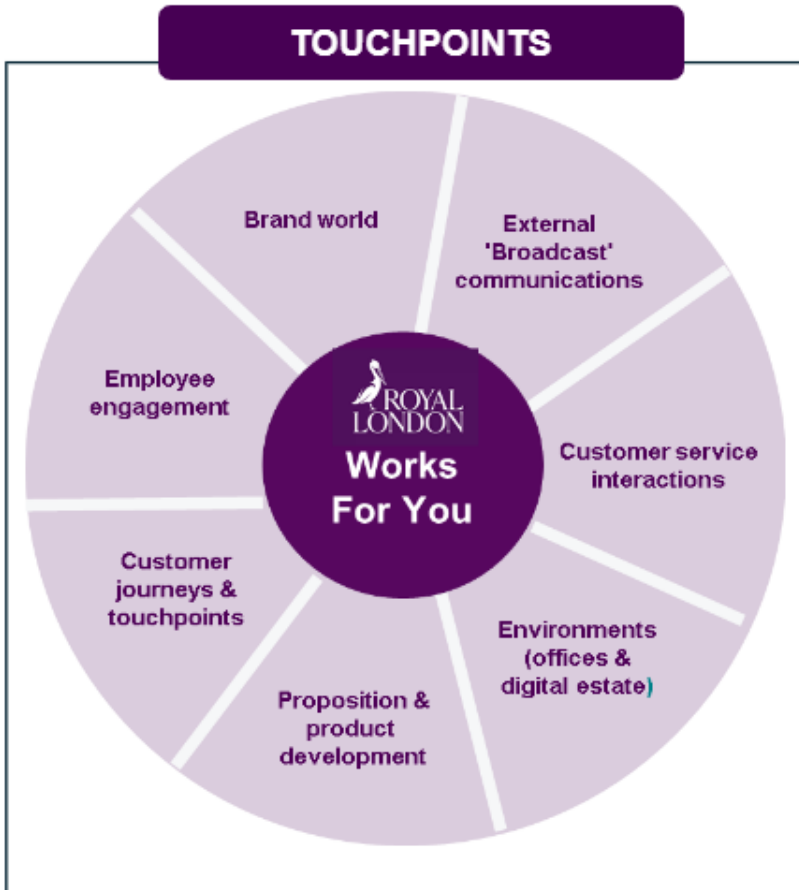


Embedding



Customer journey updates

Embedding our positioning

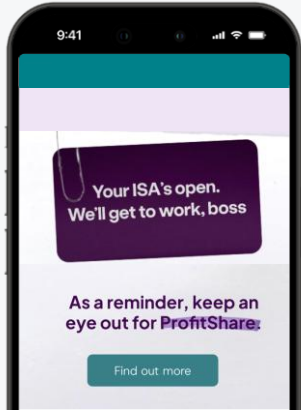
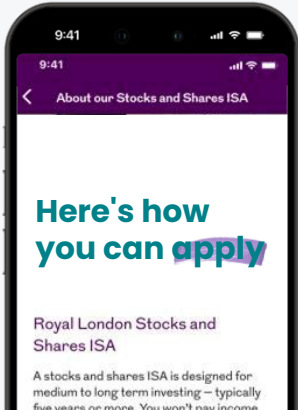
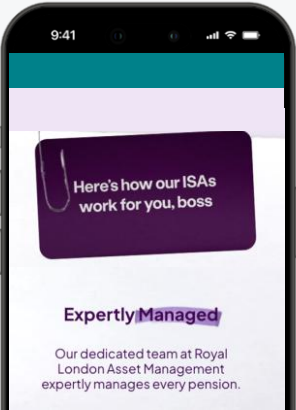
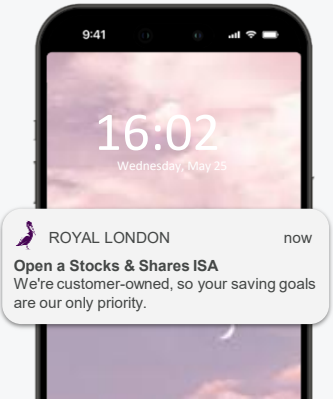
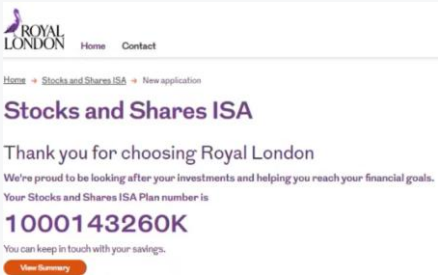
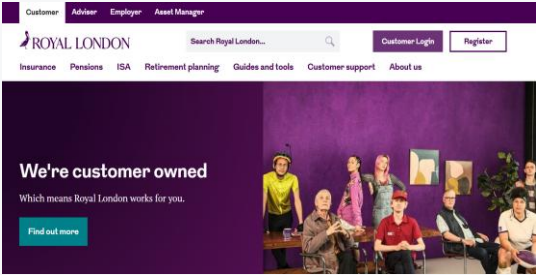
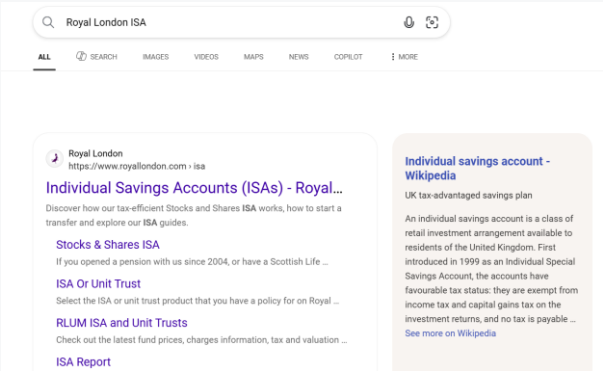


OBJECTIVE	APPROACH	TIMESCALES
1 Awareness & excitement/ pride internally	Internal communications (broadcast)	Phase 1: Listening/ story gathering June- Sept Phase 2: deep dive/ workshops in focus areas August-Dec Phase 3: ongoing stories & training: Sept & ongoing
2 Consistent 'customer' experience	Touchpoint audit & prioritised rollout	Phase 1: campaign + high impact/ reach touchpoints, all audiences: June Phase 2: med/ high impact & full journeys: June- Sept Phase 3: Longtail: Sept & ongoing
3 Bringing the brand to life internally	Engagement with people & processes	Phase 1: Listening/ story gathering June-Sept Phase 2: deep dive/ workshops in focus areas August-Dec Phase 3: ongoing stories & training: Sept & ongoing

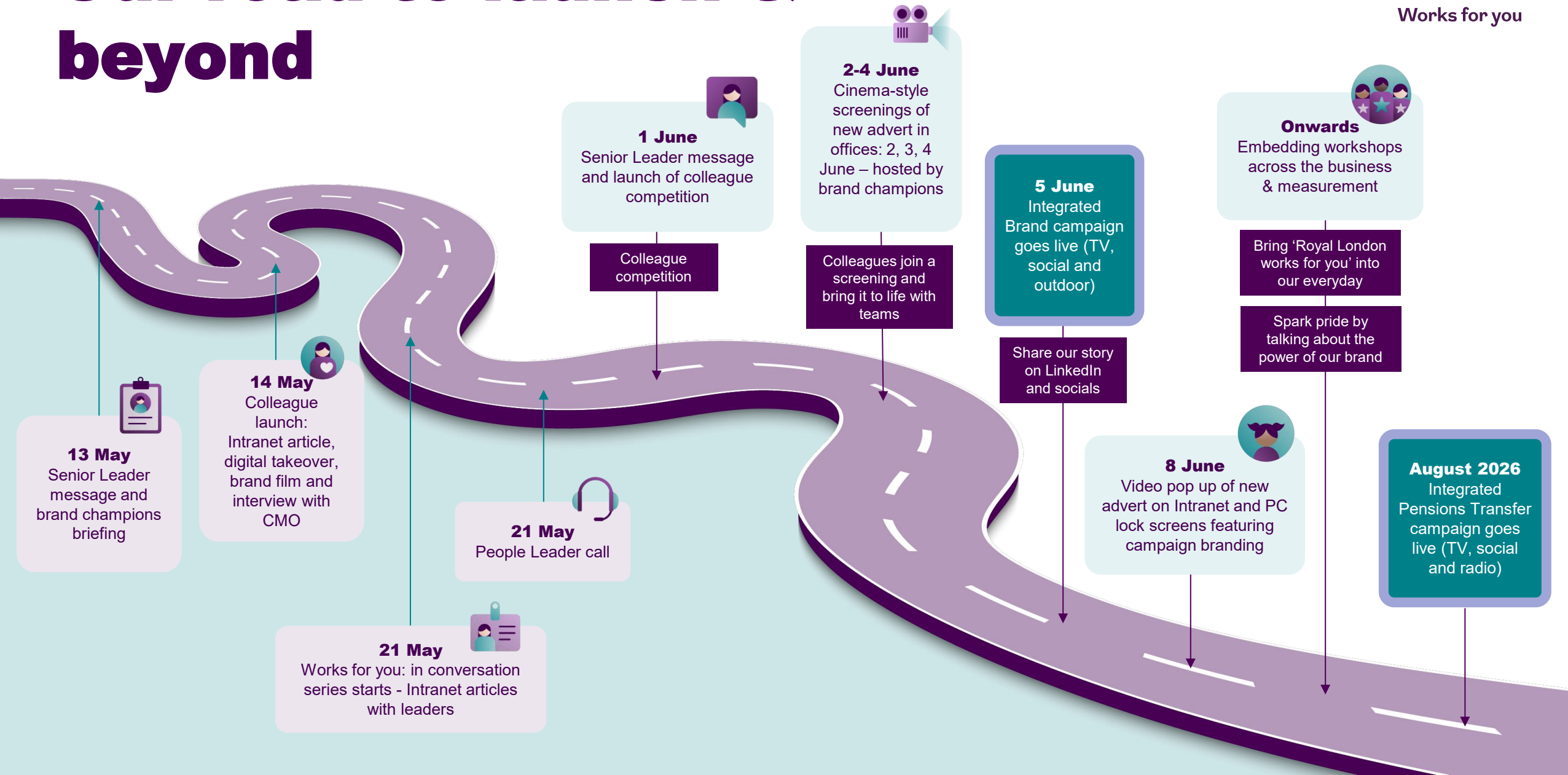
Underpinned by a measurement framework per objective

Embedding across customer journeys

JOURNEY STAGE	AWARENESS	CONSIDERATION	CONVERSION	COMPLETION
WHAT & WHERE	Digital/Social/Search	Website <u>Landing</u> Page	Website <u>Product</u> Page	Website <u>Completion</u> Page
OBJECTIVE:	Introduce prospective customers to the customer-owned benefit.	Demonstrate how we're different	Detail the requirements to apply.	Celebrate & welcome the latest customer to join RL.



Our road to launch & beyond

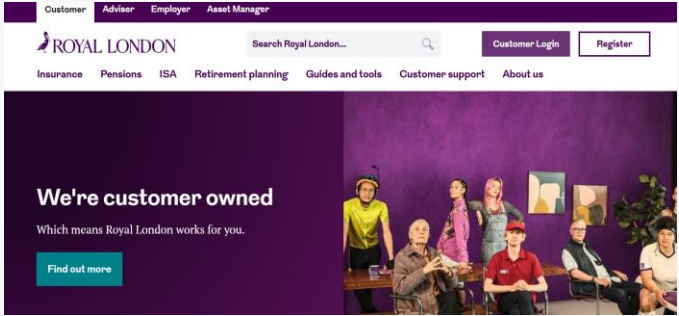


Our Brand World updates – a refresh

Logo



Language



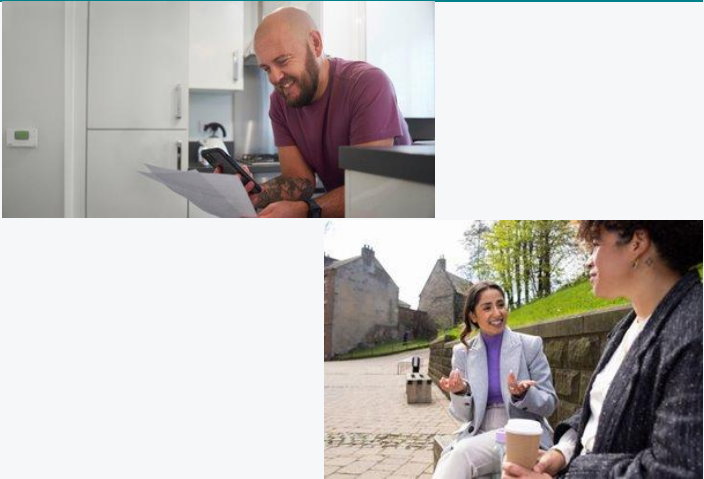
Role of Gilbert



Brand Device & Layouts



Imagery & principles



Brand Personality & TOV (Phase 2)

How it all comes together

	Customer champion		
PERSONA	Customer champion		
BEHAVIOURS	Devoted	Accessible	Honourable
	Driven by customer need Hard earned expertise High tolerance for delayed gratification	Speak in plain english Always has time to explain Collaborative and humble	Your word is your bond Ignore trends and fads Generous and community oriented
TONE	Refreshingly affable	Playfully energetic	Human radiator
MANNERISMS	Crosses the room to talk to you Remembers the small things Happy to admit mistakes	Light hearted Unpretentious and low ego Wants everyone to have a good time	Optimistic and warm Open body language Encourages people to be better

Measuring our success

Key metrics

The primary goal is to **increase awareness of customer ownership**, this in turn helps drive Brand Love and Consideration among customers, while also expanding overall consumer interest.

Metrics we're tracking:



Customer ownership awareness



Customer Brand love



Brand consideration (customers)



Overall impact on trading, being measured through a Marketing Mix Modelling

Q&A



Thank you