



# The Financial Services Forum

## EVENT

Tuesday 3rd  
November 2009

**BT Centre**  
81 Newgate Street  
London  
EC1A 7AJ

# ANNUAL MEMBERS' CONFERENCE

## The changing brand landscape

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**Brand consolidation is now a major driver of change. New super-brands are emerging from the financial crisis as legacy brands are discarded. Yet, we are also seeing refreshed brands and new brand launches in key sectors. How are financial services brands evolving to reflect new market opportunities?**

This conference will explore insights from a number of professionals who have launched, nurtured or simply observed some of the UK's biggest financial services brands over recent times.

As always, we aim to stimulate discussion so that you can join in the debate with your industry peers.

This event is free to attend for all Members of The Financial Services Forum.

### Panel discussion – the changing brand landscape in UK financial services

#### Panel members:



**Mark Choueke**,  
Editor, Marketing Week



**Lucian Camp**,  
Chairman, Tangible



**James Daley**,  
Money Editor, Which?



**David Haigh**,  
Chief Executive,  
Brand Finance

To reserve your place  
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#### Speakers:



**Looking after what you love: the revival of Liverpool Victoria as LV=**  
**David Radford**,  
Group Marketing Director,  
LV=



**Rebuilding Trust in a Changing World**  
**Sally Hancock**,  
Head of 2012 and Group  
Sponsorship, Lloyds  
Banking Group



**Building a Single Brand – The Bluefin Journey**  
**John Simmonds**,  
CEO, Bluefin



**Simples?**  
**Aleksandr Orlov**,  
the meerkat and  
**George Everett**,  
Planning Director,  
VCCP Blue





## AGENDA

## ANNUAL MEMBERS' CONFERENCE

09.30 Registration and meet delegates over coffee

10.00 **Welcome and introductory remarks**

**Anthony Thomson**, Chairman, The Financial Services Forum

**Panel discussion – the changing brand landscape in UK financial services**

Panel members : **Mark Choueke**, Editor, Marketing Week, **Lucian Camp**, Chairman, Tangible  
**James Daley**, Money Editor, Which?, **David Haigh**, Chief Executive, Brand Finance

11.30 Coffee break

12.00 **David Radford**, Group Marketing Director, LV=

**Looking after what you love: the revival of Liverpool Victoria as LV=**

One of the most successful UK brand relaunches in recent years, the reinvention of a traditional Friendly Society into a progressive challenger brand. How a clear strategy has been implemented in a fresh, innovative way by one of the fastest growing brands in the sector. An insight into a business turnaround and the distinctive LV= 'sharp with a heart' approach, combining the trusted behaviours of a mutual with the performance of a successful PLC.

13.00 Lunch

14.10 **Sally Hancock**, Head of 2012 and Group Sponsorship, Lloyds Banking Group

**Rebuilding Trust in a Changing World**

Lloyds TSB became the first Tier 1 Partner to the London 2012 Olympic and Paralympic Games in March 2007. The Bank has already achieved outstanding results against each of its objectives – in driving brand consideration, increasing employee engagement and delivering incremental business – and is recognised as doing more than any other Partner to bring the Games to life in communities across the UK. In this presentation Sally will outline the Bank's 2012 Partnership rationale, strategy and plans, and specifically the opportunity the Partnership provides in helping to rebuild trust and reputation in a changing world.

**John Simmonds**, CEO, Bluefin

**Building a Single Brand – The Bluefin Journey**

Bluefin as a brand encompasses both Bluefin advisory and Bluefin insurance services. The journey of the brand began in 2006, and involved nearly 100 acquisitions of both advisory and insurance broking businesses. To bring all these businesses under one single vision and a shared set of values the Bluefin brand was officially launched in January 2009.

John will outline the rationale for the single brand, offering insight into the challenges the business faced along the way and how he sees the brand evolving over time.

15.45 Coffee break

16.15 **Aleksandr Orlov**, the meerkat and **George Everett**, Planning Director, VCCP Blue  
**Simples?**

The phenomenon that is Aleksandr will be explained in person. The engagement story alone is already a classic viral marketing case study, taking consumers into a virtual world of *comparethameerkat.com* to discover the quirky Muscovite meerkat Aleksandr Orlov and friends. But if you're looking for cheaper car insurance you're in the wrong place, right? Wrong. This campaign has already won multiple awards for its ability to differentiate among the highly competitive price comparison websites, and produce measurable business results that surpassed all expectations. Simples!

17.00 **Chairman's summary and closing remarks**

**Champagne reception**

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