

Press release

Standard Life scoops two Gold Marketing Awards for innovative 'Second Life' retirement campaign

June 18, 2019

Standard Life and Publicis Dublin scooped not one but two Golds at the prestigious 2019 An Post Smart Marketing Awards with their "Second Life" retirement campaign. Its depiction of a financial future not filled with dread but energy, passion and drive won, not only the Best in Financial Services award but impressively the most coveted award of all: The pan-industry, Best In Class Award for Best Creative.

The An Post judges described Standard Life as: "A brave brand, trying to bring about a cultural shift rather than selling a proposition – and they managed to do it through beautiful storytelling in a difficult category."

"The campaign theme: 'My Second Life, My Way' shows that retirement isn't an end, but the start of something new," said Sharon Smyth, Standard Life's Head of Brand, "Your Second Life is your life in retirement - but it's not the same as before. We're generally fitter and healthier than previous generations. Our Second Life could last another 20-30 years and be immense fun," she said. "Provided of course you have worked with a financial adviser to plan for it."

See and hear Roland's description of his Second Life with what matters most to him – his family and his local cricket community: <https://www.standardlife.ie>.

Standard Life's campaign continues throughout 2019 across digital platforms, social media and radio with the aim of championing real life stories that connect with people on an emotional level.

"Our Second Lifers told very honest and engaging stories, beautifully portrayed by the Publicis team and producers, Along Came A Spider. We knew if people caught the start of the videos, they'd stay for the story," said Smyth. "An engaged user is far more important and valuable to us than empty impressions."

I'm incredibly proud of the creative result from the Standard Life Ireland and Publicis Dublin," said Sharon Smyth, Head of Brand, Standard Life. "We're absolutely thrilled our portrayal of modern, positive and beautiful retirement stories via our



There's a lot to look forward to



Second Lifers struck such a resounding chord. The campaign celebrates the impact of making good decisions about your life savings with your financial adviser along the way, and how it can help you live your Second Life on your terms.”

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There's a lot to look forward to

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