

M&CSAATCHI

Aviva

Aviva are one of the UK's biggest pension providers.

But most people underestimate how much they will need in retirement.

The actual average retirement pension income in the UK is £361 per week, which works out as £18,772 per year, or £1,564 per month. (GOV.UK)

If people started thinking about their pensions when they were young, then they'd have a better chance of enjoying a comfortable retirement.

But pensions are the last thing that young people are thinking about. It's years away.

How do we get young people, 22-30, to start paying into their pensions?

It doesn't matter how much – just getting started will make a huge difference later in life.

We need a platform thought/endline. That thought will then be executed across channels (see below).

Proposition:

If you pay a little bit in now, it will make a big difference later.

Channels/media.

Social (Tik Tok/Instagram)

OOH.

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Mercedes EQS – electric vehicle

The electric car market is growing all the time.

The current thinking is that new petrol and diesel vehicles will not be sold after 2030.

But the roll out of the UK's electric charging points has been slow. (Compared to other developed nations).

This has led to a common phrase amongst EV owners: *Range anxiety*.

EV owners have to meticulously plan long journeys around the charging points along their route.

The Mercedes EQS currently has longest range of any EV on sale in the UK.

A whopping 453 miles on a full charge. That's a similar distance to many petrol/diesel cars.

It's comfortable, fast, expensive, full of tech, and one of the best electric cars you can buy. Inside, it's pure luxury, and incredible build quality.

And so it should be with a starting price of £105,000

So you can actually enjoy the luxury, the comfort and the tech – without worrying about running out of power.

Proposition: Up to 453 miles of stress free luxury.

We're talking to affluent people, who want the very best.

This is Mercedes Benz. The tone should be premium. Intelligent. No gags.

Channels. Posters & Press.

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Robert Dyas – Home and hardware stores.

Robert Dyas has 92 stores across the south of England.

They're like an Aladdin's Cave of products for the home (no Genie or lamp ideas please!)

From the innovative to the everyday, you'll find everything you need for your home and garden, from cleaning stuff and kitchen utensils to the latest DIY gadgets and gardening tools.

But against a backdrop of the housing market being stagnant and the mortgage crisis, we're spending longer in the places we live. (Not moving home)

And arguably, the Lockdown experiences have seen us focus more on where we live and reside. (Added to that, working from home).

So the longer we live in the same place, and spend more time there, the more stuff that needs doing. And homes are like anything else you use a lot – they need servicing and maintenance.

We're talking primarily to homeowners of all ages.

Proposition: Everything to keep your home ticking over.

We need a **campaign platform thought/endline**. To be **executed primarily in film**.

Channels. TV/Online.

(Please keep your script ideas to no more than 5 key frames.)

(No long, wordy scripts please.)

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Swim England

Swim England are the national body that promote the benefits of swimming.

The latest figures show 14.2 million – one in three of the adult population in England (31 per cent) – cannot swim one length of a 25m pool.

We need to encourage these people to learn to swim.

It's great for health. And it could also save your life.

I WANT THIS BRIEF TO BE OPEN. DEVISE A STRATEGY. AND EXECUTE IT.

It will be low budget.

So maybe posters in the local area. Or social. Or a stunt – it's up to you.

Maybe advertising isn't the way to solve this?

It's a problem that exists – how will you help solve it?