



AVIVA: ONE

One Aviva, twice the value

Insurance company Aviva is one of the world's top five. The business started in 1797 as Norwich Union, and gradually acquired insurance companies around the world. Almost all these companies changed to a new name, Aviva, in 2002 – but Aviva continued to trade under its original Norwich Union name in the UK. When Andrew Moss took over as CEO in 2007, he set out a clear ambition: to increase the value of the group by unifying it – 'one Aviva, twice the value'. Among many other things, this would mean a name change in the UK.

Recognise me

Wolff Olins was asked to help establish a new brand idea, or positioning, for Aviva: one powerful enough to keep UK customers loyal through the name change, and to drive growth round the world. With Aviva, its advertising agency AMV.BBDO and market researchers The Futures Company, we co-created six options, and tested them in ten markets round the world. What emerged was an idea that built on Aviva's belief in human values, and that met consumers' desire to be treated as people. In a world in which insurance companies often dehumanise, Aviva would recognise customers as individuals: 'no-one recognises you like Aviva'.

Fourth most valuable

This new idea now plays a guiding role for Aviva, everywhere in the world, and is helping to inspire new products and services. In the UK, a £9 million advertising campaign built awareness of the Aviva name to 79%, ahead of a successful name change on 1 June 2009. Already, the Aviva brand is the world's fourth most valuable insurance brand.

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