

THINK LIKE A CHALLENGER, ACT LIKE A LEADER

Tuesday 12 July 2016 – *Marketing Dividends presented by AANA* is airing this week for its second show on SKY NEWS BUSINESS, Australia's only 24-hour dedicated business channel. This week the show welcomed Georgina Williams, Group Executive Marketing & Corporate Affairs at AustralianSuper, to discuss how AustralianSuper was engaging millennials in a digital and data world.

“As a leader in a financial services category, maintaining trust and confidence is imperative, so getting on the front foot and telling our consumers what relevant developments mean is way more important for us than it is for a challenger,” Williams said.

Williams explained how AustralianSuper kept on the front foot with the Brexit news, ensuring its members had an update within a few hours of the news breaking.

The discussion highlighted the importance of using the right channels and messages to reach millennials – which make up 42 per cent of AustralianSuper members - and the importance of taking the consumer on a journey.

“Millennials are one of the biggest researchers of superannuation, so we do a lot digitally to feed in to that - particularly on the stability of superannuation, and why you would choose AustralianSuper. But when you get to the 50 plus group, the content has to change to reflect where they are in their lives,” Williams said.”

The current episode follows the previous which looked at the role of the marketer in driving and championing innovation. It is part of a series of 10 that will air in the coming months, intended to profile the broadening remit of marketers as drivers of business growth.

The second episode in the new series aired live at 3:30pm AEST last Thursday and is being replayed throughout this week on SKY NEWS BUSINESS. It is jointly hosted by James Hier, CEO MEC and Nadine Blayney, Deputy Business Editor at SKY NEWS BUSINESS. The full episode is also featured on the [AANA YouTube Channel](http://bit.ly/1U69YcN) (<http://bit.ly/1U69YcN>) The AANA is encouraging marketers to subscribe to the Channel to ensure they get updates about new content.

Marketing Dividends is shot and produced by the SKY NEWS BUSINESS team.

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About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.