

Thursday 1<sup>st</sup> March 2007

## ASGARD LAUNCHES \$1 MILLION MARKETING CAMPAIGN

Asgard Wealth Solutions, St George's funds administration and financial planning arm, today launched a national superannuation marketing campaign aimed at attracting the attention of Australians aged between 40 and 60 regarding the super window opportunity.

The 'For Sale' campaign will run over the course of the next two months and aims to help investors capitalise on the once-in-a-lifetime opportunity they have to grow their retirement nest egg before June 30.

The campaign will help drive people to the Asgard website where from March 8 they can download a free guide containing information about the new super law changes, learn about how it affects them, and how to take advantage of the changes.

The super window was legislated by Government at the end of 2006 and effectively means that Australians can invest up to \$1 million into a super fund of their choice, tax free until 30 June 2007. From July 1 this window closes and from then on Australians will be limited to annual contributions of \$150,000 or \$450,000 averaged over 3 years.

The Head of Marketing at Asgard, Bettina Pidcock, said the campaign aims to increase awareness of the super window opportunity by providing the man-in-the-street with free information about the new rules and the benefits of the super window leaving them well informed when they contact their financial advisers", said Ms Pidcock.

"The campaign is two-pronged. On the one hand we are keen to raise the profile of the Asgard brand with investors, and on the other we want to provide investors with all the information they need in order to take advantage of this short window of opportunity for their long-term wealth creation.

"Asgard's latest brand tracking survey indicated a move in unprompted awareness among investors from 12 to 22 per cent in 2006. This is a significant shift but obviously there is still room for improvement and our goal is to increase this even further through the 'For Sale' campaign.

"While financial advisers have told us we have a great product they have also indicated it would make their lives easier if investors who come to them had a greater awareness of the Asgard brand.

"The 'For Sale' idea is all about creating cut-through with consumers – growing awareness and prompting action. For a week all our billboards will say is 'For Sale', followed by the Asgard message – "The smart money is moving to super by June 30. Find out why at [www.asgard.com.au](http://www.asgard.com.au)" will be pasted over the billboards.

"The reality is that many Australians are either unaware of the super changes or don't believe that they can take advantage of them. The aim of our campaign is to surprise people into finding out more and to galvanise them into speaking to their financial adviser and then taking the relevant, informed action."

The Asgard marketing campaign will include:

- The launch of a 'one-stop-shop' website, to educate potential investors about the super industry and the tax-free contribution ([www.asgard.com.au](http://www.asgard.com.au));
- Billboard advertisements in the major metropolitan areas of Sydney including placing a 'For Sale' sign on the Glebe Island Silos, Melbourne and Brisbane;
- Advertisements in major metropolitan newspapers;
- A red and white 'post-it note' advertisement on the front page of the Australian Financial Review;

**Sydney**  
Level 12  
400 George Street  
Sydney NSW 2000

**Melbourne**  
Level 41, ANZ Tower  
55 Collins Street  
Melbourne VIC 3000

**Perth**  
Level 38, Central Park  
152 St George's Terrace  
Perth WA 6000

**Brisbane**  
Level 21, Central Plaza One  
345 Queen Street  
Brisbane QLD 4000

**Adelaide**  
Level 25, Santos House  
91 King William Street  
Adelaide SA 5000

- A first in advertising for Smart Investor Magazine with a 'wrap around' of the entire publication; and
- An information 'Toolkit' for financial advisers complete with a guide on how to make the most of the opportunities in the lead up to June 30, and a range of marketing and sales tools as well as technical information of the new super regime.

Asgard manages more than \$37 billion worth of assets for 430,000 Australians. The company has been working behind the scenes with financial advisers over the past two decades to create products and services that help Australians reach their financial goals.

**- ENDS -**

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