





Did Dad have a Prudential policy?

Could one of your family members have an unclaimed Prudential policy they've lost track of or are unsure if it's active?

Do they have Prudential life insurance or an endowment policy from before 1995? Or do you remember the 'Man from the Pru' coming to their home to collect the weekly premium?

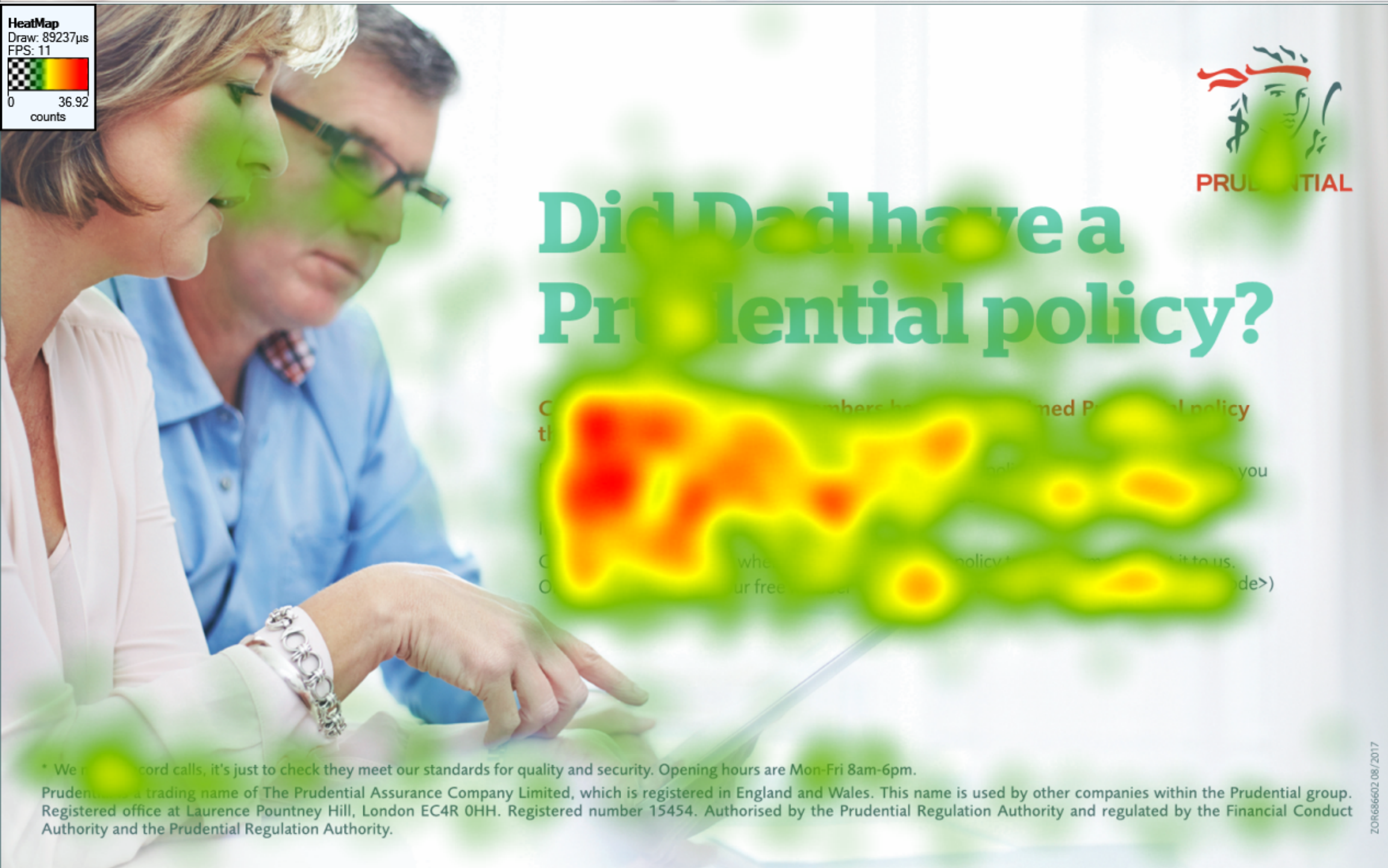
If so, get in touch so we can try and trace it.

Go to pru.co.uk/trace, where you can download a policy tracing form and post it to us. Or just give us a call on our free number **0808 164 4484*** (please quote <source code>)

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Z0R686602 08/2017





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Z0R686602 08/2017

Key Comments



“What about mum or great aunt that didn’t get married? Did she not have a policy?”

“Dad confused me – it might make women stop reading.”

“Why go down just the route of Dad?”

“I would ignore it as I don’t get on with my father.”



“I like the header, it’s quite dominant. It’s catchy it makes you think ‘Did he?’”

“I liked the text layout and placement - made the content easy to understand in the 20 seconds that I had to read it.”

“It’s shorter and more refined - it’s been editorialised in the right way”



The majority of participants pointed out the discrimination nature of the title. Why would it only include dad? Why not the rest of the family? One user pointed out that they’d ignore it entirely because they do not get on with their dad. This must be addressed.

On the contrary, the layout and content received very positive comments as it was easy to read suggesting it had been properly editorialised.

Header



Text layout and content



Imagery



CTA



Logo placement



Amount of positive comments made

Amount of negative comments made

Have you seen me?

If you have a pre 1995 Prudential life insurance or endowment policy book or, even better, you know the policy number, we want to hear from you.

Did you or a family member pay into a Prudential policy which was started before 1995 – or maybe you remember the Man from the Pru visiting your home to collect the weekly premium? We're working to reunite customers or their surviving family with **unclaimed policies** that they may have forgotten about, lost track of or don't realise are still active.

If you have a policy for yourself or a family member you can go online to download, print and complete a form. Just visit **pru.co.uk/trace**. Alternatively, you could complete the coupon below.

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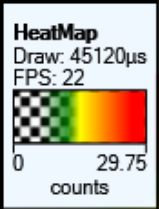
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ADWN96101 05/2017



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ADWN96101 05/2017

Key Comments



“Doesn’t quite draw your eye”

“Thought the text was quite small - I needed to put more effort into reading it.”

Too much text

Logo placement, being placed in the middle, was not quite as effective. People didn’t realise it was from Prudential straight way.



“Have you seen me” made more sense/more contextual.

“The only one of the titles that caught my eye - it made me wonder, have I seen any of these pictures”

Header is good and is further contextualised by the images.

Imagery is a good indicato as to what they should be looking for.



The enticing nature of this title was considered the most effective, yet still a little vague for a number of participants. It’s the best one to play with, moving forward. The layout was deemed the worst of the selection with participants pointing out how wordy it was.

Comparing the logo placement to the other two options, we can see that people reacted more strongly to the top right corner more so than when placed in the middle of the advert.

Header



Text layout and content



Imagery

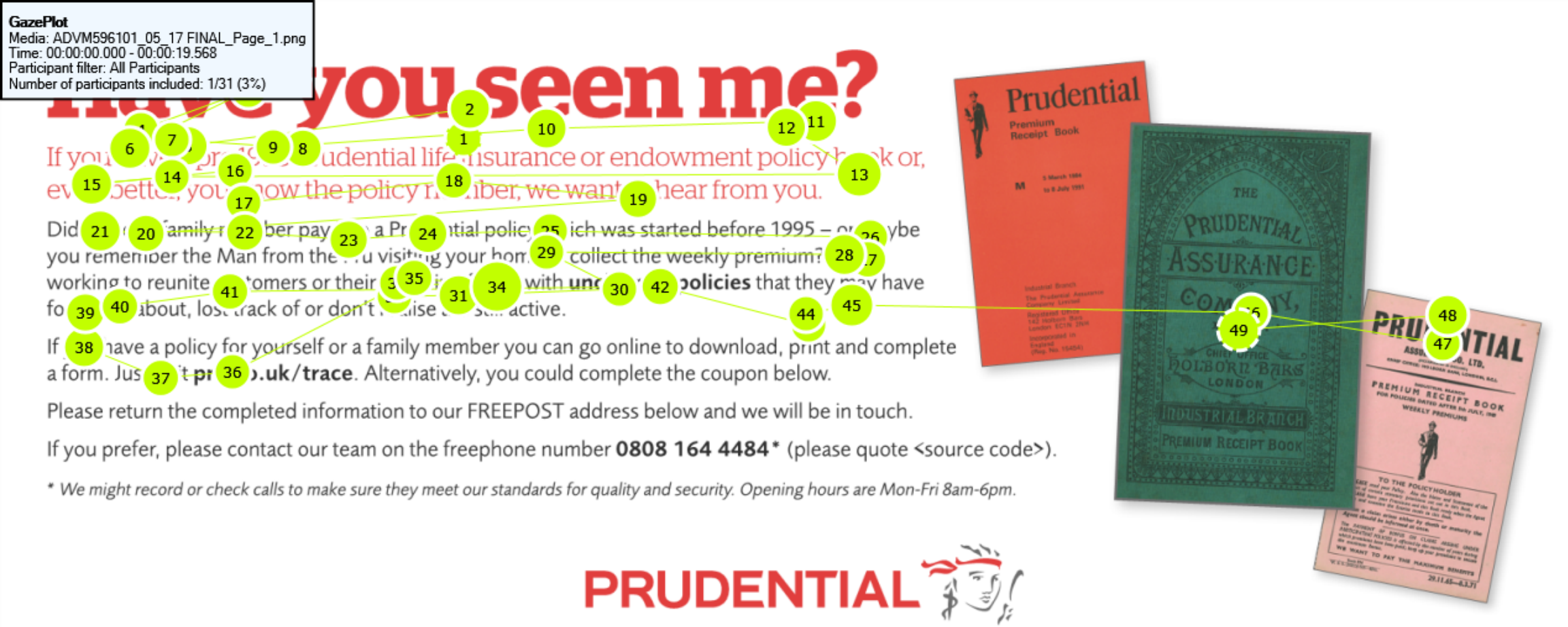


CTA



Logo placement





“Have I seen what?”

This particular gaze plot indicates that the images were looked at last. One conclusion we can draw from this is that the images are disjointed from the header resulting in a lack of fluid connection. Moving forward, a repositioning may solve this issue.

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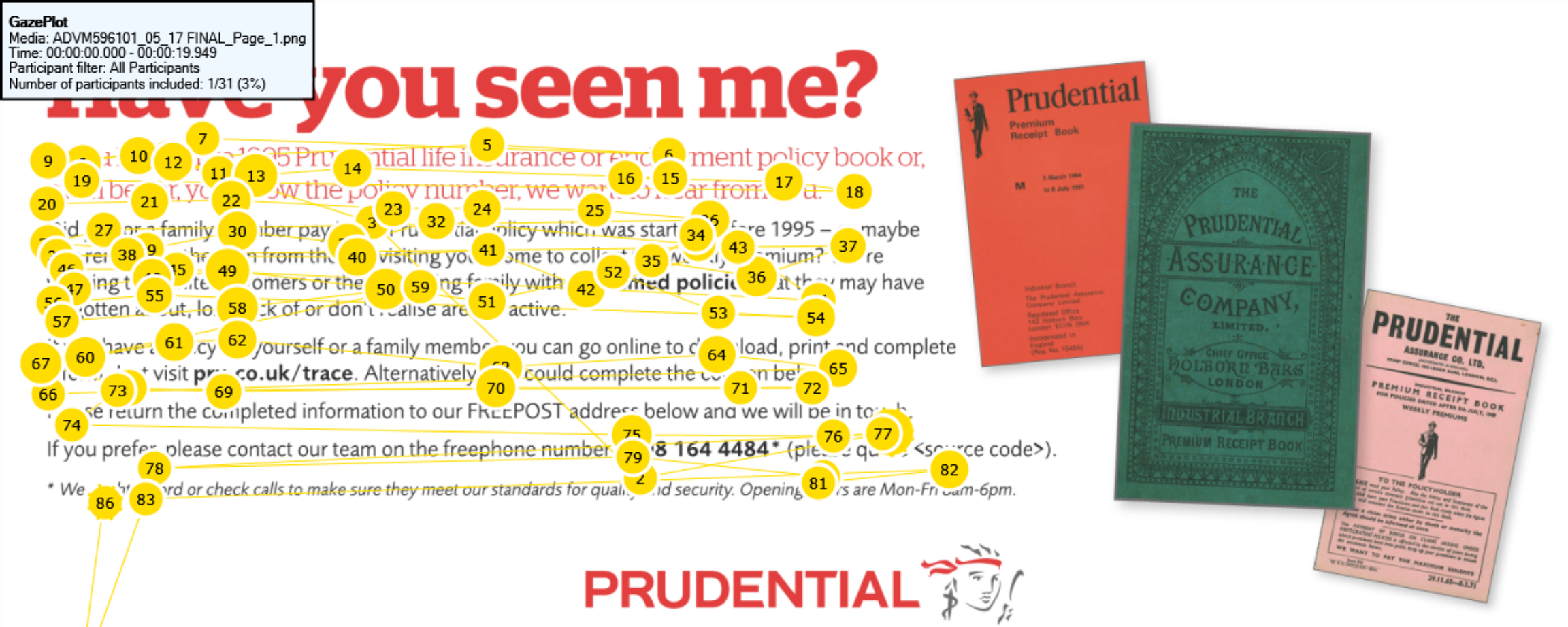
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ADVM596101 05/2017

Participant 1.



“What am I supposed to be looking for?”

As suggested by this participants pull quote and gaze plot, the reference to the booklet images is not clear enough. To improve this, a re-wording of the title may prove to be effective.

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ADVM596101 05/2017

Participant 2.

Remember me?



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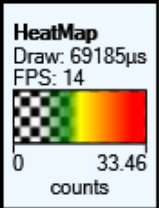
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Z0R684802.07/2017



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Z0R684802.07/2017

Key Comments



“‘Remember me?’ What does it mean? It’s confusing.”

“The header is not quite clear, I didn’t associate the ‘remember me?’ with the booklets. It’s usually associated with a person, not an object.”

“It’s vague”

Green background was disliked.



“The old booklets are attention-grabbing”

The green background makes the text stand out more.

“The headline is enticing and grabbing - makes me curious”

Good reactions to header size and header colour.

Although the header is somewhat enticing and causes curiosity to the reader, in the end it does not connect with the booklet images or the content well enough.



The participants did however, agree that the chosen imagery is a good indicator as to what they should be looking for, after reading the content.

Participants unanimously agreed that the background colour was not attractive.

Header

Text layout and content

Imagery

CTA

Logo placement

Amount of positive comments made

Amount of negative comments made



Remember me?

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Participant 1.

“Remember me?” is usually associated with a person, not an object.”

Once again, the images and title-wording proved to be too vague for an instant understanding, resulting in a disconnect.

However, positive comments made, suggested that the question format of the title was grabbing to users.

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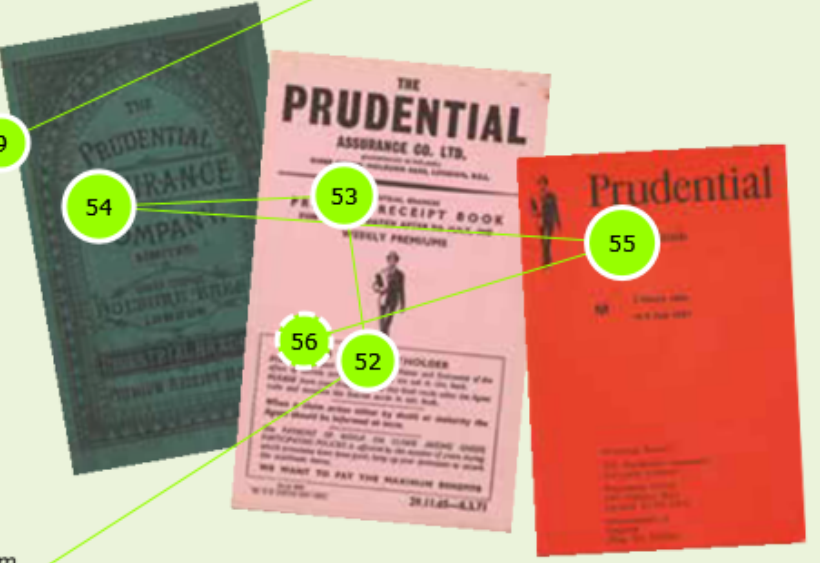
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Participant 2.

“I would completely ignore it [the tear-off slip].”

The the slip at the bottom proved to be over-looked, possibly as a result of time constraints, but once prompted participants said how they would probably ignore this contact method, as it's outdated.

Only 3 out of 27 participants said they would use the slip, inferring that the other CTAs are preferable.

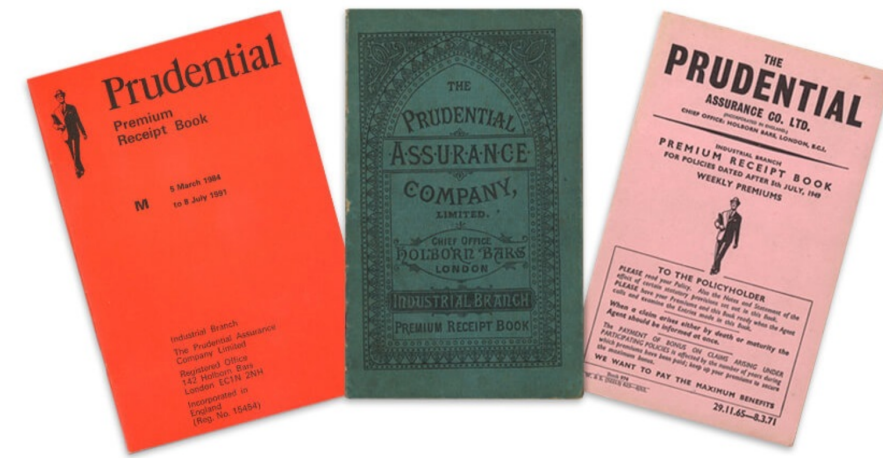


Seen one of us in your family?

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ADVMS956101 02/2017

Version 1.

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Version 2.

Solutions

Moving the booklet image more inline with the header
creates a flow that's more engaging to the eye.

Keeping the title as a question proved successful so has
been kept. The wording however, has been changed to
not include just 'Dad', but instead, 'family'.

The two main CTAs have been segmented in to their own
boxes so that users don't have to read a paragraph to find
them, as this proved to be glanced over too quickly. There
is however, contextualisation written above if needed.

Participants preferred the logo being placed in a top
corner of the adverts, so this has been kept for both
versions.

In Version 2, the booklet images have been moved below
the header, which may prove to be a more effective
placement for header reference.

The tear-off slip has been removed from the bottom of
Version 2 as the majority of participants would ignore this.
Note that the slip can be removed in Version 1 as well.

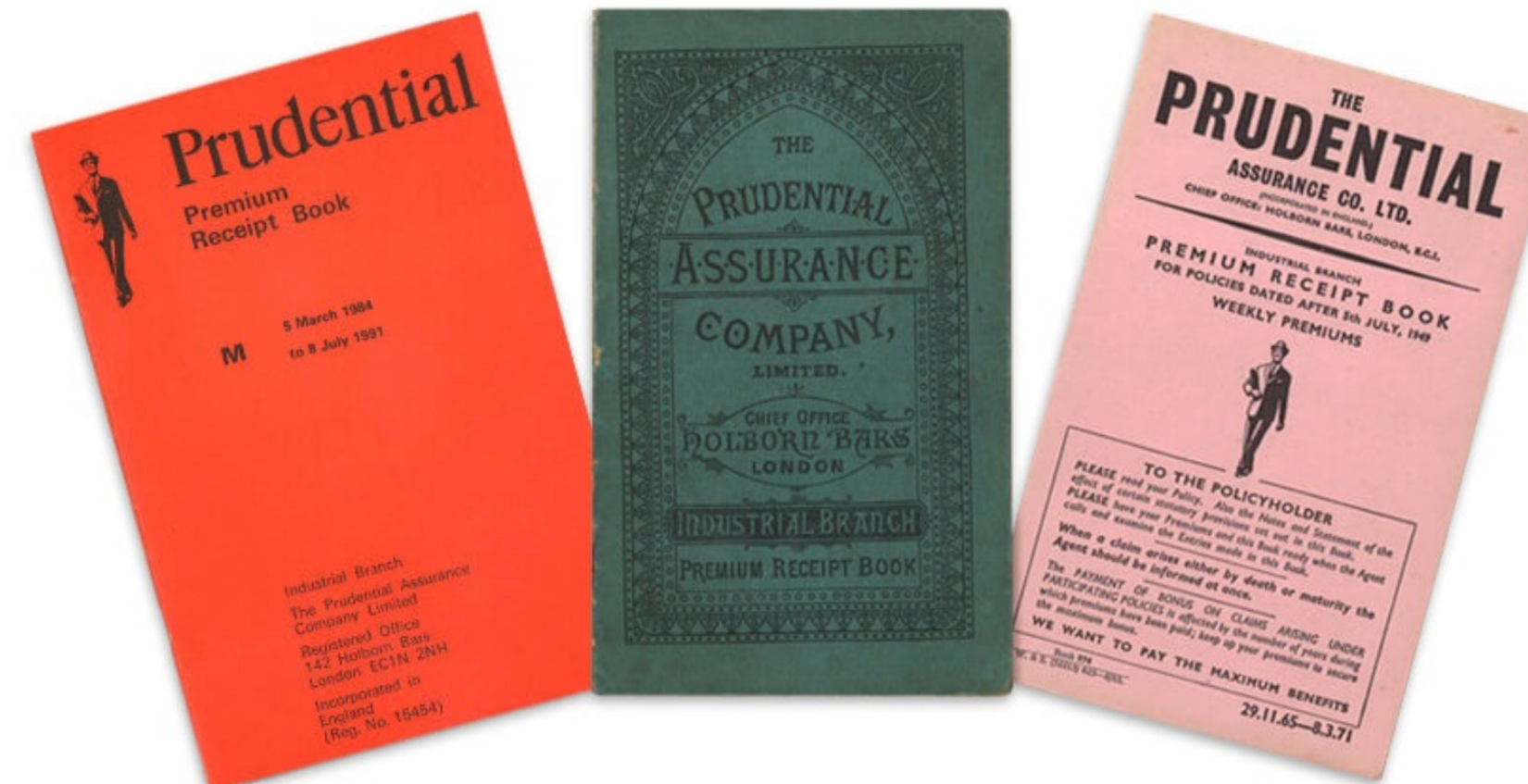


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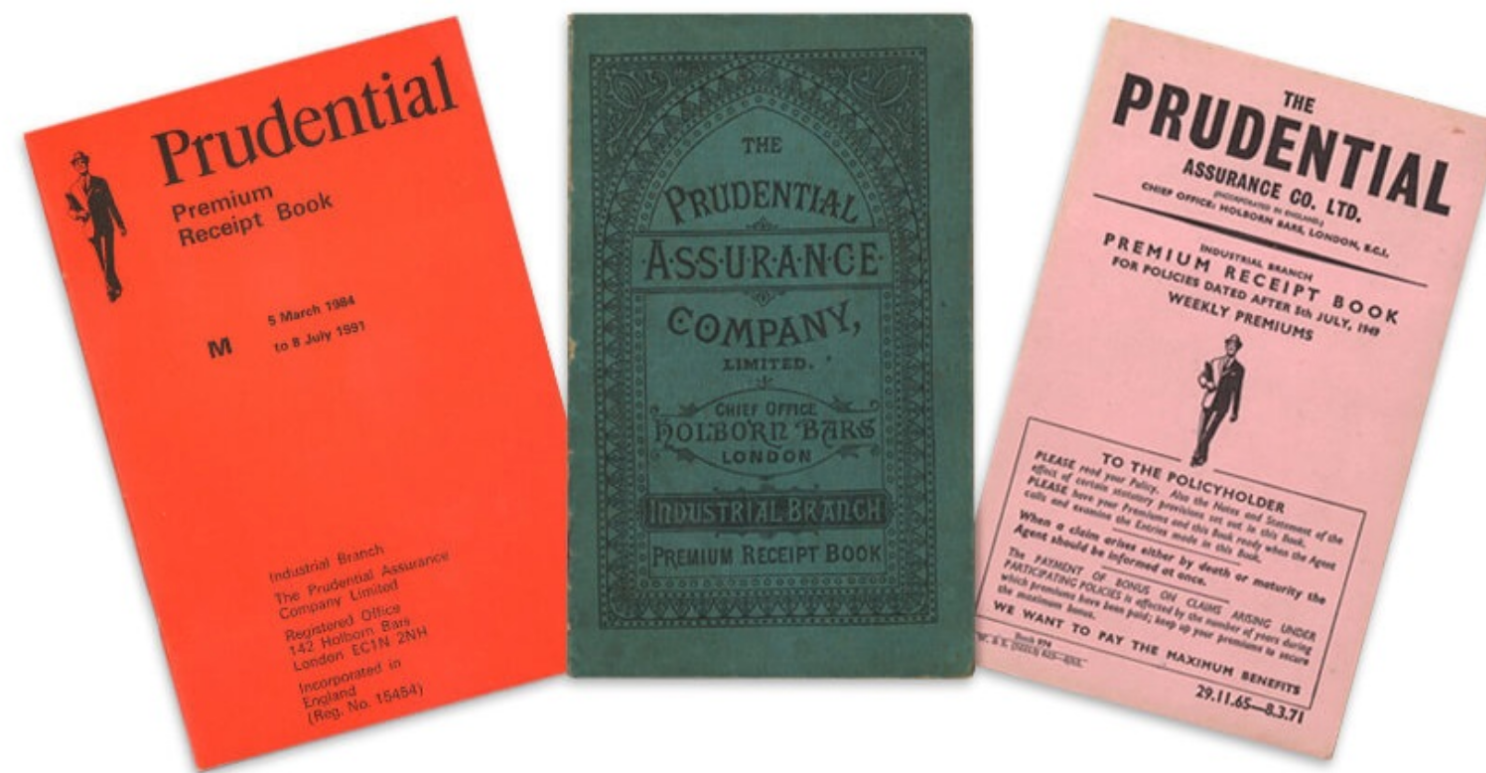
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