

ALLIANZ RIESTER PENSION “WALTRAUD” GERMANY

CATEGORY **FINANCIAL SERVICES** | AGENCY **ATLETICO INTERNATIONAL, BARCELONA**

CLIENT **ALLIANZ BERATUNGS - UND VERTRIEBS-AG, MUNICH**



PRESENTER
ROLAND VANONI
Managing Partner, **ATLETICO**
International

Roland has a track record of high standing in the industry, from copywriter to Creative Director to founder of 2 Barcelona based agencies. He has a considerable number of accolades to his credit and boasts a healthy personal portfolio of clients, such as: Allianz, IBM and Unilever to name but a few.



PRINT ADVERTISEMENT

CAMPAIGN SUMMARY

The Riester pension was seen as complicated from the moment it was released. A general lack of understanding from the public as to how it worked, was compounded by the fact that no government or insurance company offering it, was able to explain it either. The objective was to find a simple way to communicate the advantages of this pension.

Allianz wanted to change false perceptions in Germany that Government pensions are insecure, and therefore took on the role of educating the public from a believable standpoint. The campaign centered around a key visual — an ordinary piggy bank, genetically modified to received a second slot, as a new evolutionary advantage. The ‘Allianz Riester’ piggy bank communicated in very simple terms, ‘You pay one part yourself — the other part is paid by the government’.

This advertising hook turned the product into an Allianz Riester pension, increasing sales for Allianz agents.

CLIENT CREDITS

JENS ERICHSEN,
Marketing
Communications
Manager

AGENCY CREDITS

ROLAND VANONI
Executive Creative
Director

ARNDT DALLMANN,
Executive Creative
Director

FREDERIC POPPENHÄGER
Strategic Planner

SVEN KEITEL
Copywriter

KIRSA PLEWNIA
Art Director

ILKA GÜLZAU
Account Supervisor

