



Based on the insight that the parameter that influences the client the most is clarity and simplicity, Migdal has started a campaign that included advertising, launching a professional website and an amusing Brand Entertainment campaign in order to position the company as a brand that simplifies things, provides the client with answers and instills a sense of confidence

Migdal Insurance and Financial Holdings Ltd. was founded in 1934 in Jerusalem by business leaders of the Yishuv in Palestine, a group of Jewish families from the Egyptian city of Alexandria and the Italian insurance company Generali. During the 1940s, a bank, which later became Bank Leumi le-Israel, joined the Company shareholders.

The Competitive Environment

The insurance, pension and financial products market is characterized by a large diversity of products, services and plans, which are generally perceived by the clients as complex and perplexing, and which make it difficult for them to make the financial decisions most suitable for them. The "Bachar" Committee mobility reform, regulatory amendments requiring greater transparency on the part of the insurance companies towards the clients, and the entry of the banks into the consulting field, resulted in a client who was faced with complicated and complex issues, yet left to make their own decisions about their financial future. Company research revealed that the parameter that influences the company evaluation and the client's ability to

understand the world of pension savings the most is clarity and simplicity of the various insurance, pension and financial plans.

The Marketing Challenge

As a large and leading company, the change that occurred in the market might have harmed Migdal. On the one hand, the excess indifference on the part of the confused clients might undermine the leader's status. On the other hand, the possibility given to consumers to mobilize their accounts between the various insurance companies might have caused them to seek alternatives with the competition. Under these circumstances, the goal the brand set for itself was to change the relationship between the clients and the insurance industry in order to position Migdal as a company that provides simplicity and clarity as well as explanations and answers that instill a sense of confidence.

The Creative Solutions

Migdal has decided to transform the tightening demands for regulatory transparency in the industry into a marketing advantage by adopting a strategy, which is based on simple and clear language of communication – "a language that everyone understands". The first stage in Migdal's transparency step was launching a new website that includes a wide range of information for the clients about the diverse company services. The site embeds several unique tools that allow the consumers to plan their financial future in a simple and clear manner, such as a risk simulator and pension fund simulator. The website includes hundreds of content pages, dozens of video clips and over 20 different educational software and calculators. The launching of the website was accompanied by sharing content with the leading websites in Israel, such as Ynet and Calcalist, by creating a 'world of insurance and retirement funds'. In the Orthodox sector, a suitable content environment was created for this population on the sector's website, called Hadrei Haredim.





www.migdal.co.il

Today, the website has become an information source not only for the company's clients, but also for clients of competing insurance companies. Every month, the site registers about a quarter of a million hits and clients perform 12,000 different actions on the site.

In order to facilitate transparency with younger clients audiences interested in Brand Entertainment, Migdal has launched a humorous seven-part internet series starring the comedian Hana Laszlo. The episodes were filmed in a beauty salon 'managed' by Laszlo, with each episode showcasing a different celebrity to present in an amusing manner a different insurance service or product. The series, broadcasted on the Keshet website, Mako, has already recorded over 1.7 million views.

Over the past decade, Migdal has sponsored Judoka Arik Ze'evi and has occasionally used him as a presenter. In recent years, it was decided to give Ze'evi a more central role in the brand's marketing and advertising, especially since he represents the potential client: a new father looking out for his family and future.

Migdal cast Arik Ze'evi in two campaigns designed to communicate the value of simplicity and to provide the client with the feeling that everyone can understand and plan their financial future using the site and its user-friendly tools. The slogan accompanying the campaign was "Insurance is complicated? No it isn't!" and presented the advantages provided by Migdal various products and services by showing Ze'evi in judo matches with various rivals during which he 'flips' not only his rivals, but also the consumers' mistaken perceptions of insurance and pension products.

Migdal has also launched several applications for iPhone in order to increase accessibility and transparency between agents and clients:

Free iPhone applications allow consumers to obtain all



necessary information about travel insurance as well as organize the documents needed for their trip overseas, and if they wish, to purchase insurance using their SmartPhone.

Things You Didn't Know About Migdal

- The brand name Migdal was chosen by the Hebrew poet Haim Nachman Bialik.
- The Company's first physician was poet Shaul Tchernichovsky.
- The Migdal Group and its subsidiaries serve over 1.5 million private and business clients.
- Migdal's parent company, Generali, manages 331 insurance companies around the world.
- Migdal has adopted an ethical code, and its assimilation has earned the Company the Human Resources Professionalism Award.

For insurance agents, iPhone applications have been developed that allow them to receive and display vital information to their clients in real time, such as the marketing and sale of insurance products.



1934
Migdal founded in Jerusalem.

1940
Bank Leumi enters as a partner in the Company.

2004
Migdal acquires the Makefet Fund – the second largest pension fund in Israel.

2008
New website launched.

2010
Migdal launches iPhone applications for agents and clients, and wins WEBBI awards for websites the second year in a row.

2011
Migdal enters Israel Superbrands list for the first time.