



Aegon insurance company

Goal:

Increase market share in regularly paid production/policies and strengthen building up internal tied network channel, by:

- promoting insurance products,
- having different features in recruitment and selection process for tied network in comparison with competitors.

Data collection:

- 1004 respondents (Slovak population sample)
- 1 week



Result:

- identification of consumer key values in insurance
- definition of key communication attributes
- comparison of Aegon brand and competitors - definition of competitive advantage

Client wrote:

Colourmind method is unique concept which enables find the way of promoting products or brands using the phrases which are positively perceived by the clients. None analytical means or commonly used questionnaires are of such value in revealing the clients' internal perceptions and feelings.

Jana Gruntova, Co-owner

