

Generali Holding Vienna AG

Marketing in CEE and CIS

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Central & Eastern Europe

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> **History of Generali in CEE and CIS**

> We are back

> Marketing strategy





The first headquarter of Generali
(Palazzo Carciatti)
from its foundation 1831 to 1866





1st Headquater of „Erste Allgemeine“
in Vienna, Bauernmarkt

1832: Opening of the first agencies abroad -
in Vienna, Prague and Budapest;
the German countries followed in 1837

After barely a few years, Generali had
established offices in the main cities of the
Austrian Empire as well as in Europe's
principal ports.

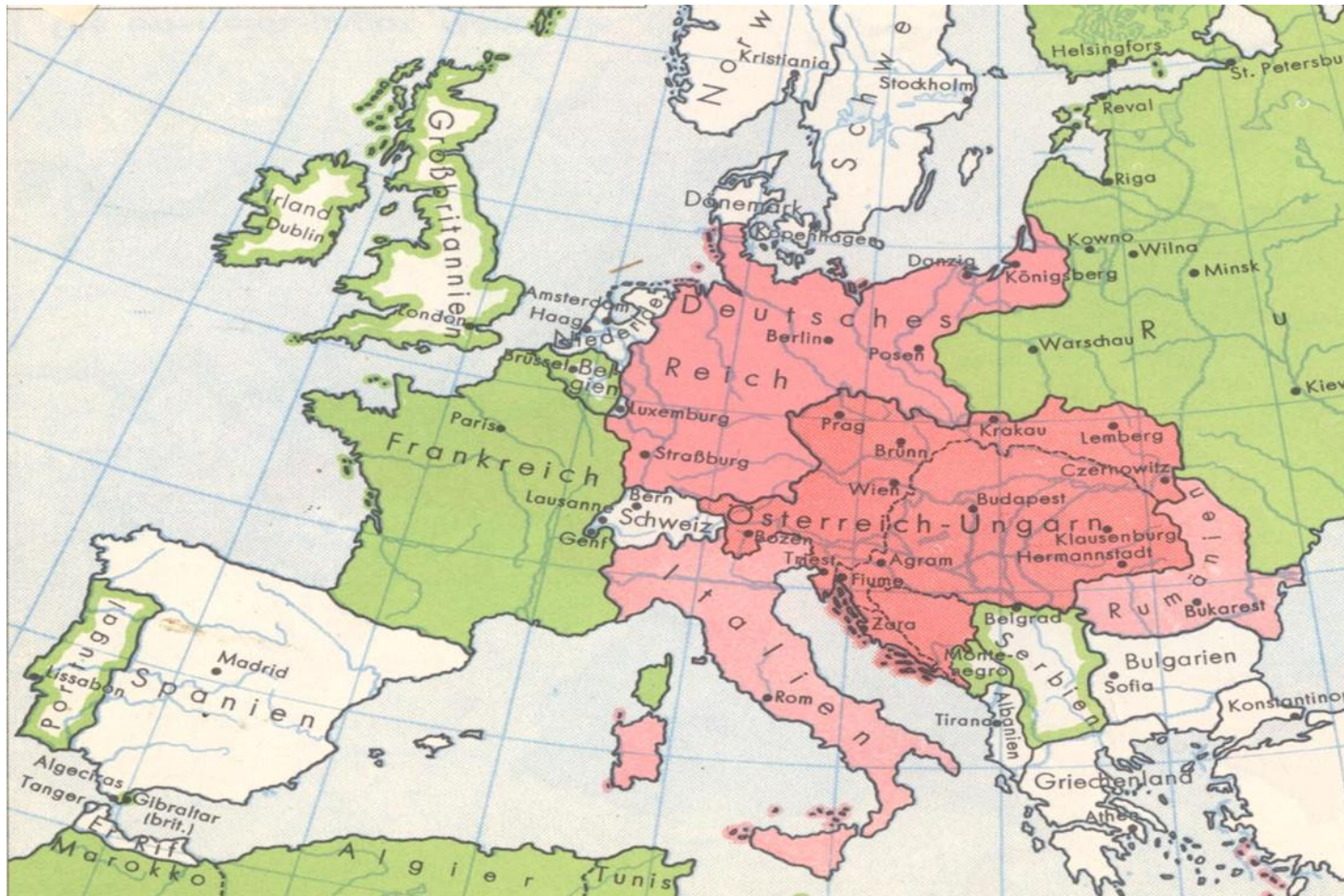


Headquarters ...
in Bucharest (set up in 1897)



in Zagreb





Generali in CEE and CIS before 1914:
 Prague, Brno,
 Vienna,
 Ljubljana, Agram,
 Tirana,
 Budapest,
 Belgrade,
 Krakow, Warszaw,
Lemberg,
 Bucarest,
 Sofia,
 Constantinopel ...





The exclusion from Eastern European markets in the second post-war period meant that the company lost 14 insurance companies and its considerable property (Generali's Central Head Office is confiscated by the Allied military command).



9th November 1989
The fall of the Berlin wall...



- > History of Generali in CEE and CIS
- > **We are back**
- > Marketing strategy



Generali Group worldwide

Generali is one of the world's **largest** insurance groups.

The Generali Group comprises

60.000 employees

106 insurance companies, 52 holding and financial companies,
18 real-estate companies, 7 service companies

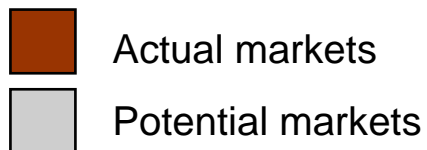
5 continents

175 years of experience

About 65 bn EUR turnover



Under the wings of the lion: now in 10 CEE countries



Generali Holding Headquarter Vienna (A)

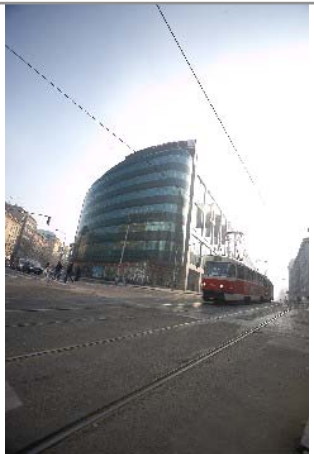


GHV has lead for Austria and CEE and the task to develop the operation in CEE



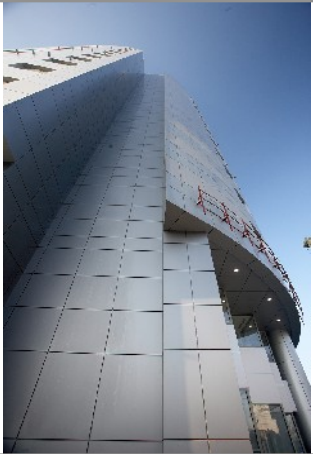


1989:
Hungary
start with joint venture



1993:
Czech Republic



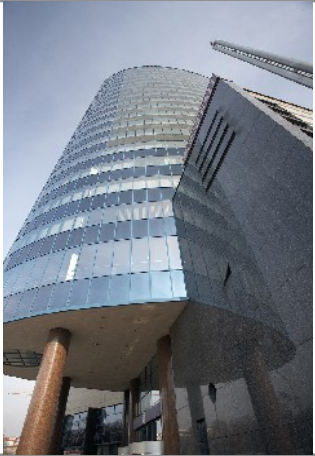


1993:
Romania

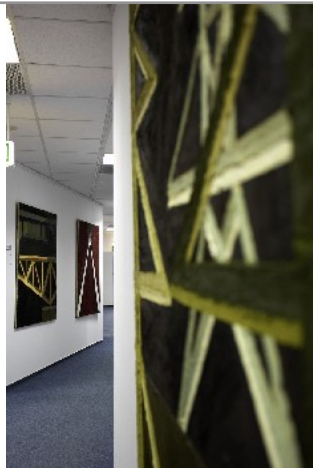


1993:
Slovenia





1997:
Slovakia



1999:
Poland





2002:
Croatia



2006:
Serbia



2006:
Ukraine,
Bulgaria, ...



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Mobilization/ Growth: Value creation via clear customer targets



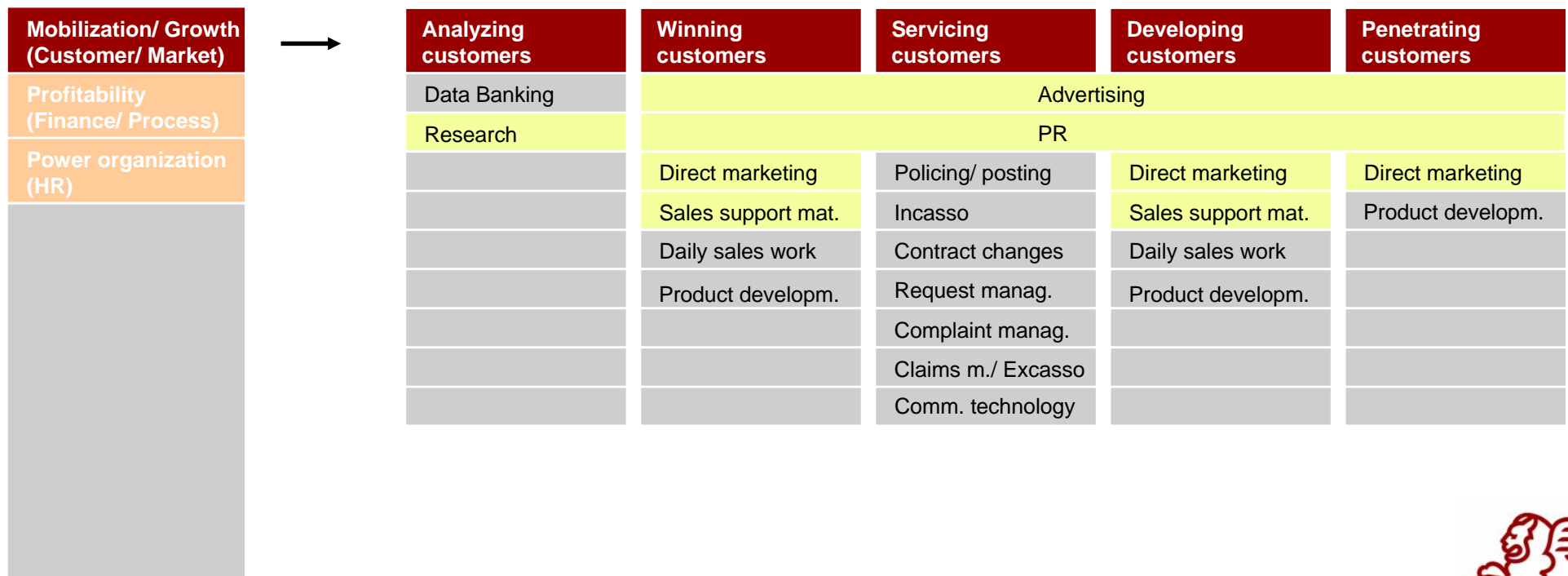
* Via up and cross selling, contract prolongations

° Via loyalty programmes, contracts bindings



Value creation via breakdown targets into customer processes

Operative Marketing processes =



Marketing strategy Generali CEE

More transparency and efficiency via using of synergies

Research/ marketing controlling/ planning:

Increase of international transparency

Advertising (CD/ advertising/ sponsoring/ events)

Systematic brand building and brand care

Direct Marketing/ Sales support materials:

Forcing Direct marketing/ Sales support

Forcing Direct Marketing/ Direct selling

Selective enlargement of additional loyalty programmes



Brand targets CEE

Generali is established in the mind set of CEE customers with clear differences to the competitors:

Efficient increasing of Generali **awareness and image** (according to our Core Images)

Strong **internal motivation** of employees

Increasing of relevant set and turnover



Brand/ Advertising strategy CEE:

Systematic building up of a magic brand:

By using myths/ archetypes ... connected to important values

perspective

Generali stands for ...

e.g. Product USPs, etc.

Individual psychology

Motives/
needs

Social psychology

Values

Cultural anthropology

Myth/ archetype

„Private happiness“
„Security/ responsibility“
„Normative virtues/ tradition“
„Solidarity/ life partnership“

„LION WITH WINGS“
(Symbolic, e.g. logo)



Impacts of Brand magic

When employees and consumers are being told - and actually become part of – a myth and archetype that are deeply engrained in our shared human inheritance, the brand starts to develop an irresistible magnetic force:

Customers develop a strong identity and loyalty with the brand

Employees are proud to work for the company, they feel part of a bigger story and don't stop telling others about it

Customers are willing to pay more for products and services (price is no argument)



The myth of the “Lion with wings”



1. Military symbol (= „ruler“)

4th century a.c., Little Asia:

Lion with wings used by conquerors to symbolize
“the ruler on earth (lion) and
around the air (eagle)”



2. Religious and military symbol

9th century p.c.: Venetians took the bones of the evangelist Marcus from Alessandria in Little Asia to Venice

Transformation of the originally pure military symbol to the bible symbols of the 4 Gospels:

Matthew Gospel = Man with wings (angel)

Lucas Gospel = Bull with wings

John's Gospel = Eagle with wings

Marcus Gospel = Lion with wings



1204 p.c.: Venetians conquered Byzantium

The Venetian marcus lion rests his paw
on an open book with the inscription

“Pax Tibi Marce Evangelista Meus”

(lat.: “Peace to thee, Mark, my evangelist”);

On pictures with reference to the war the book is closed

1797 p.c.: France occupied Venice; Napoleon took the Marcus lion to Paris

1815 p.c.: The Marcus lion was back to Venice



3. Generali symbol (= „ruler and „caregiver“)

1831 p.c.: Foundation of the Austrian-Italian insurance company
Assicurazioni Generali in Trieste and Venice

The 3 men who founded Generali also fought for the independence of
Venice during the revolutionary years of 1848/49

Usage of the Venetian coat of arms as the symbol for strenght, power
and security

Relaunch of the logo through the centuries



The communication task

To visualize
the Generali Brand code
“Under the wings of the lion”



The communication approach

The lion with wings is white (according to the logo):

The myth will be animated, therefore stronger and unexchangeable.

The lion with wings is omnipresent via reflections:

and only visible for the audience; no direct interaction with the people in the commercials, but giving the customers and agents a strong feeling of safety and protection.

Connection lion with wings with customers/ life phases and products:

The approach works for image purposes, but also can be broken down to all target groups and products.



A few examples:





Impacts

Most successful campaign in Central & Eastern Europe:
All advertising targets more than achieved

Most efficient increasing of Generali **awareness and image** (according to our Core Images)

Strong **internal motivation** of employees

Increasing of relevant set and turnover



THANK YOU !

