

OUR BRAND

MISSION

Our new brand is much more than a change of appearance – it's rooted in a fresh understanding of who we are and what we want to achieve.

Our brand springs directly from our mission: **'Delivering True Wealth To The Many'**.

DELIVERING **True Wealth** TO THE MANY

What we mean by 'True Wealth' is not simply money, but the peace of mind and happiness that come with financial security. This is the real value of the work we do. It allows people to spend less time worrying and more time enjoying the good things in life.

We deliver 'To The Many' because our work is relevant to the vast majority of people in the UK. Our customers come from all walks of life – everyone from your local grocer to your plumber or children's schoolteacher.

Our aim is to act as a champion for all those people's interests – their most informed, empathetic and helpful friend.

OUR BRAND

SHARP WITH A HEART

A strong brand can always be summed up in a single phrase. Ours is: **'Sharp With A Heart'**.

We should think of it as the main internal touchstone for everything we do – the way we look, the way we talk and the way we behave.

SHARP

Because we know what we're talking about. We offer clear, independent, insightful advice and always think one step ahead.

With A Heart

Because we empathise with our customers and instinctively respond to their concerns. As our name suggests, we treat them not just as customers, but as equals.

tone of voice

LANGUAGE MATTERS

Language is as important to a brand as it is to a person. Whenever we meet someone, we form a lot of opinions based on the way they look. But what they say matters as much, if not more.

FINDING OUR VOICE

Great brands have a consistent and memorable tone of voice, based on a point of view that sets them apart from the crowd. We already know the latter is true of us. We were founded on strongly held principles and today have over 2.5million members and customers. But we need to make sure our personality comes alive in the language we use.

This doesn't mean we all have to start speaking and writing in exactly the same way, but there are some broad principles to keep in mind.

KNOWING OUR AUDIENCE

The first thing is to have a clear idea of who we are talking to. Our customers come from many walks of life, but all have something important in common. We have coined the phrase 'The Anxious Majority' to describe the vast majority of people in the UK who are neither very wealthy nor very poor, but spend their lives walking a thin line between security and insecurity. We want to be their champion. An informed, reassuring and helpful friend.