

2017 Cass Business School and CeFARR conference

A 321-year old disruptor

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Welcome to Aviva

- We can trace our heritage back to 1696
- 33 million customers
- 29,600 employees
- £34 billion paid in claims and benefits to customers each year
- Market capitalisation of £20 billion
- Profits of £3 billion (2016)



What can I tell you?

Three main areas:

- What made us start – why did we engage in the first place?
- What is driving our corporate digital communications?
- What challenges and opportunities has Aviva's digital transformation presented for corporate comms?



What made us start – why did we engage in the first place?

The digital transformation of Aviva

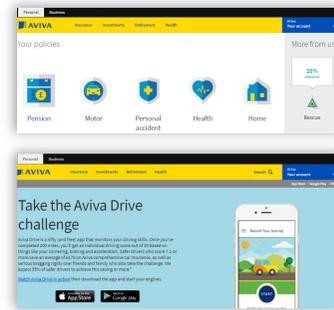
- Catalysts:
 - The word was changing
 - New appointments, fresh thinking
 - A new corporate strategy with a 'Digital First' focus



What made us start – why did we engage in the first place?

The digital transformation of Aviva

- Investment in digital is now the sector norm
- Our USP – we are a composite insurer
- Focus on MyAviva platform and digital propositions
- Corporate comms further demonstrates to investors delivery of Aviva's Digital First strategy



AVIVA

Where was the demand coming from – what made us start?

Where we have come from ...

- **2012:** investor concerns
- **2013:** new CEO – sharper focus, invigorating energy
 - New management team – new skills, greater pace, faster delivery
 - Successful turnaround – but “more to do”
 - Investor sentiment more positive
 - Strategic clarity; focus on Digital First

AVIVA

Digital communication: challenges and opportunities

Challenges

- Faster, more agile
- Bringing other teams with us and earning trust
- Interconnectivity and global consistency
- Always on
- Millennials' willingness to share
- Just because you can, doesn't mean you should – do the **right** thing

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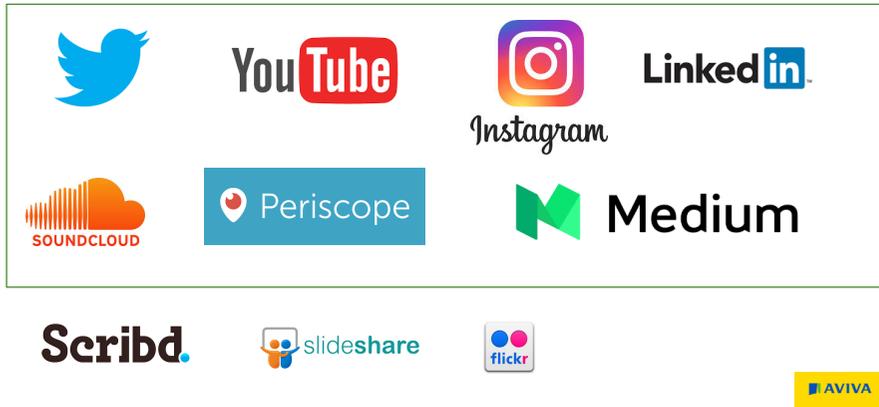
Digital communications: challenges and opportunities

Opportunities

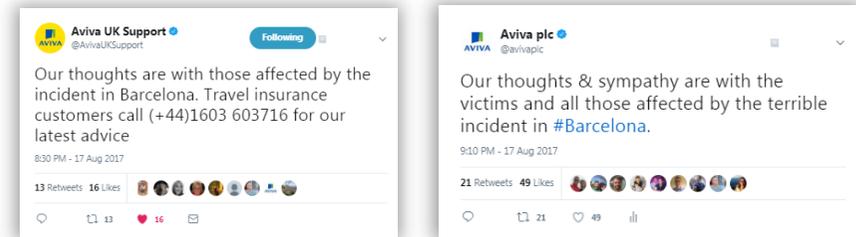
- Direct communication
- Humanise Aviva and show personality
- Digital First gets priority
- Simple and concise
- ‘Test and learn’ is encouraged
- Transparency
- Feedback
- Talk to micro-communities

AVIVA

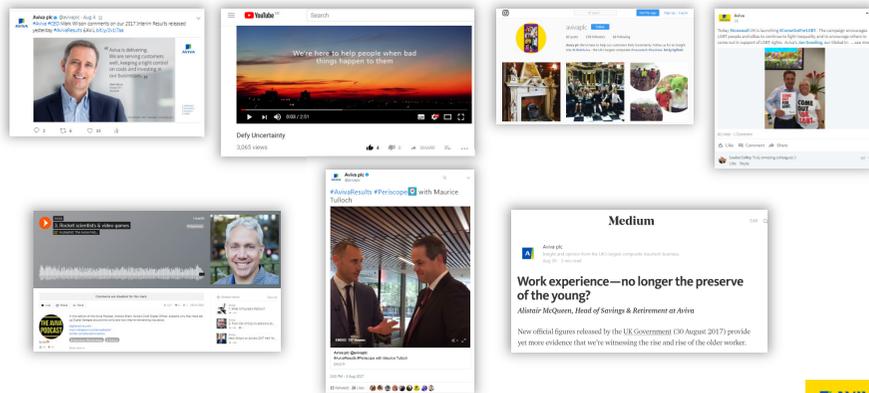
What are we doing? Our social media presence



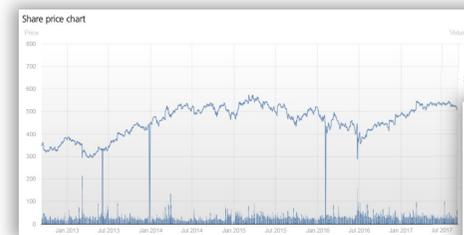
What are we doing? Our corporate social media presence



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Corporate performance vs social media performance?



Top media Tweet earned 14.3K impressions
120 second summary – here's **CEO Mark Wilson** with all you need to know about our 2017 Interim Results **#AvivaResults**
bit.ly/2v177aa pic.twitter.com/WvcSHSWoTb

