



Media Release

Friday, 31 July 2009

GESB WINS PRESTIGIOUS NATIONAL MARKETING AWARD

GESB, the largest WA-based super provider, has won a major award at the 2009 Association of Superannuation Funds of Australia Communications Awards held in Sydney this week.

GESB was presented with the Integrated Campaign of the Year Award for its campaign promoting GESB Financial Advice, created in partnership with its creative agency Marketforce and digital agency Market United.

The campaign, based on data driven segmentation and targeted offers, resulted in the number of sales leads into GESB doubling above the target referral rate, and a return on investment more than three times the campaign's original objective.

'Some worry about the economy, others get good advice' was the central theme of the campaign, which explained the advantages of people taking control of their finances in difficult economic times by seeking sound financial advice.

The campaign was recognised for its targeting and integration, which used a range of communication channels including email, direct mail, workplace posters, GESB website content, print advertisements in industry publications, member statement inserts, an employer intranet promotion and email, outbound calls and an email follow-up.

The online component developed by Market United played on the 'smiling face' element of the GESB logo, animating an engaging transition from 'sad face' to 'happy face', which linked to the campaign tagline.

GESB's Marketing Communications Manager Gillian Loh and Marketforce's Gavin Bain both attended the ASFA award ceremony.

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About GESB

GESB manages the largest superannuation fund based in Western Australia. It manages superannuation on behalf of 25% of Western Australia's workforce and with a 70 year track record, GESB has unrivalled experience in superannuation in Western Australia.

It is a member based organisation that manages the superannuation of current and former WA Public Sector employees and their partners.

GESB's primary purpose is to improve the long-term financial well-being of its members. It offers competitive superannuation and retirement products, financial advice and outstanding customer service combined with low fees.

For further information visit gesb.com.au