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## **AustralianSuper announces new agency partnership structure**

AustralianSuper has appointed The Royals and Blue 449 as its new go-to-market agencies.

The new arrangements will see The Royals and Blue449 working closely with AustralianSuper's brand and behaviour change specialists, The Shannon Company, to deliver a holistic, member focused and data led approach to marketing and brand activities.

AustralianSuper's Head of Brand and Behaviour Change, Mario Garrido, said the review looked at the most efficient and effective go-to-market structures across all channels.

'We wanted to minimise waste and improve effectiveness through centralised channel planning, measurement and reporting,' Mr Garrido said.

'Finding partners to help us operate in this way, while also embedding new practices such as the use of behavioural science and automation, was critically important.'

Mr Garrido said that as culture is critical to AustralianSuper, the agencies had to have both very strong capabilities and a deep connection and understanding of the Fund's members first approach.

'AustralianSuper has a great roster of agencies to help us work on our mission of providing members with their best possible retirement outcome.'

Duncan Parfitt, Managing Director of Blue 449 and Steve O'Farrell, Managing Partner of The Royals said:

'We're delighted to be leveraging the full range of Royals and Blue 449 capabilities - including CX, CRM, channel strategy, programmatic, social, content and search - to help AustralianSuper deliver a lifetime of guidance and support to members of Australia's largest super fund.'

'Our customer oriented approach to planning, implementation and analytics, together with a shared sense of purpose means that we are uniquely positioned to help AustralianSuper and its members achieve their goals.'

Both agencies have worked with AustralianSuper before and will be guided by a new overarching brand strategy developed with The Shannon Company in March this year.

### **About AustralianSuper**

AustralianSuper manages more than \$130 billion of members' retirement savings on behalf of more than 2.2 million members from around 270,000 businesses. AustralianSuper is the nation's largest superannuation fund.

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