

Principal: In the financial industry, human capital pays immediate dividends. The Principal Financial Group asked s2 to develop a white paper series that would highlight their deep understanding of the pressing issues that plague advisors. By showcasing their knowledge and expertise, we helped them solidify their reputation as a thought leader. Try putting a price tag on a competitive advantage like that.

Challenge

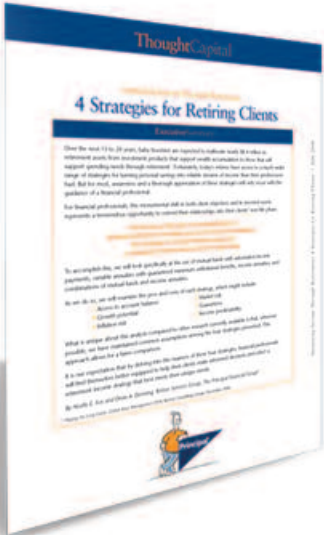
The Principal Financial Group contacted s2 with an interesting positioning challenge. They wanted to extend their thought capital in a way that would reinforce their position as a retirement plan provider. They asked s2 to help them identify how to do this in a way that would be of value to their financial advisor audience.

s2 Response

We started by exploring the needs of their audiences, reviewing the positions of their key competitors, and identifying the factors that make thought capital information actionable. The resulting insights led to our recommendations relating to a series of white papers on specific topics that delve deeply into issues of particular interest to the financial advisor community. We developed a visual identity and framework for the series that created instant memorability and recognition, researched and wrote the content for the initial papers in an engaging and compelling manner, and designed a white paper template that would appeal to multiple types of readers.

Results

Overall reaction to the recommended topics and series development indicates that these white papers have been well received internally and by the external target audiences. The papers are heavily promoted through the client's website, direct marketing efforts, and public relations channels.



4 Strategies for Retiring Clients white paper



Understanding Automatic Enrollment white paper



Principal Lifetime Portfolios white paper

