



Aware Super Response to Brief



What do we want to achieve?

Drive engagement amongst pre-retirees by highlighting a clear road to retirement through Aware Super that differentiates the brand in a cluttered category



Get more people to view
Aware as the trusted experts
of retirement



Position Aware as the brand
that addresses and fulfills
the needs of retirement

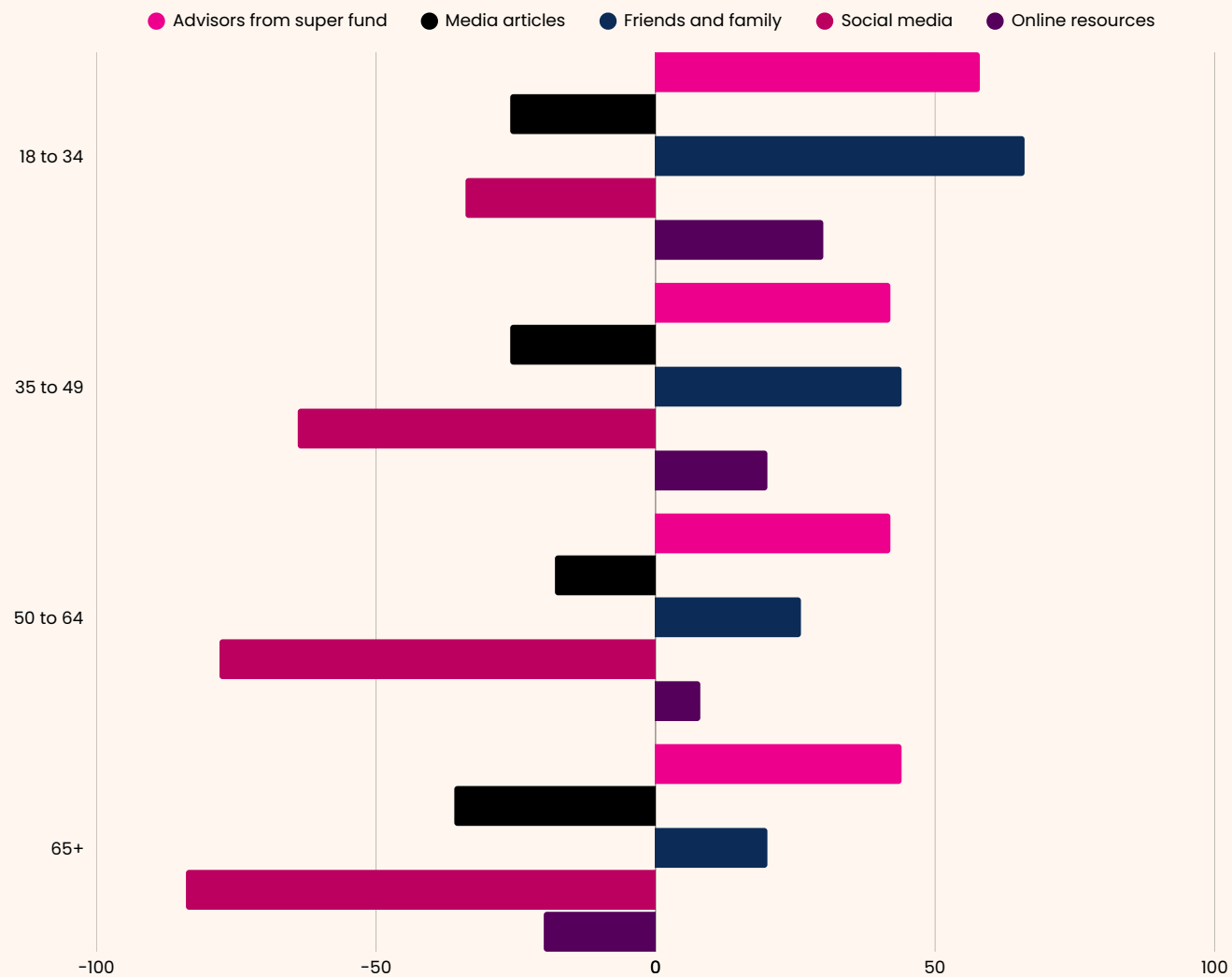
What is our problem?



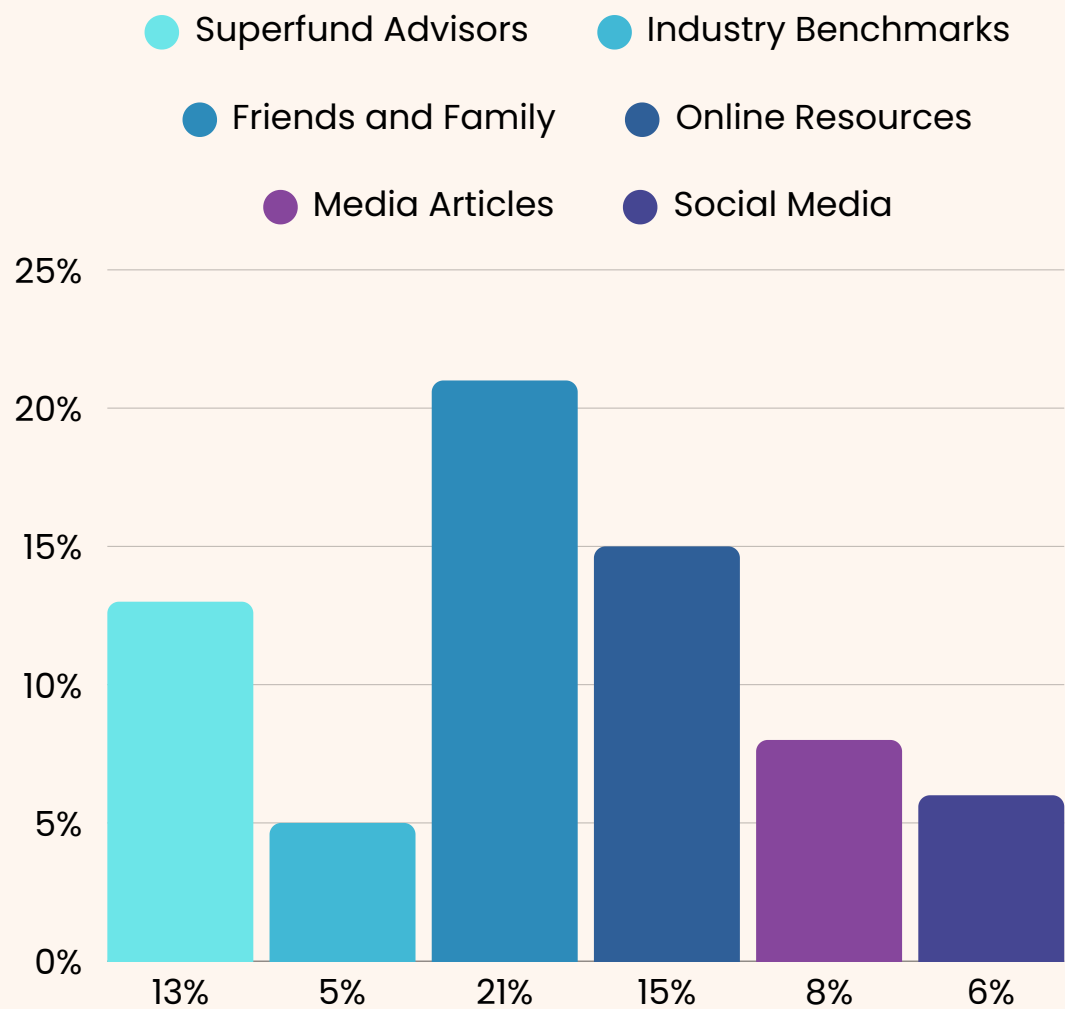
7 in 10 Gen Xers believe they could have been better prepared for retirement



Australians of all ages trust a super fund to give them the right retirement advice



But only 13% consult their superfunds while a majority rely on someone they know



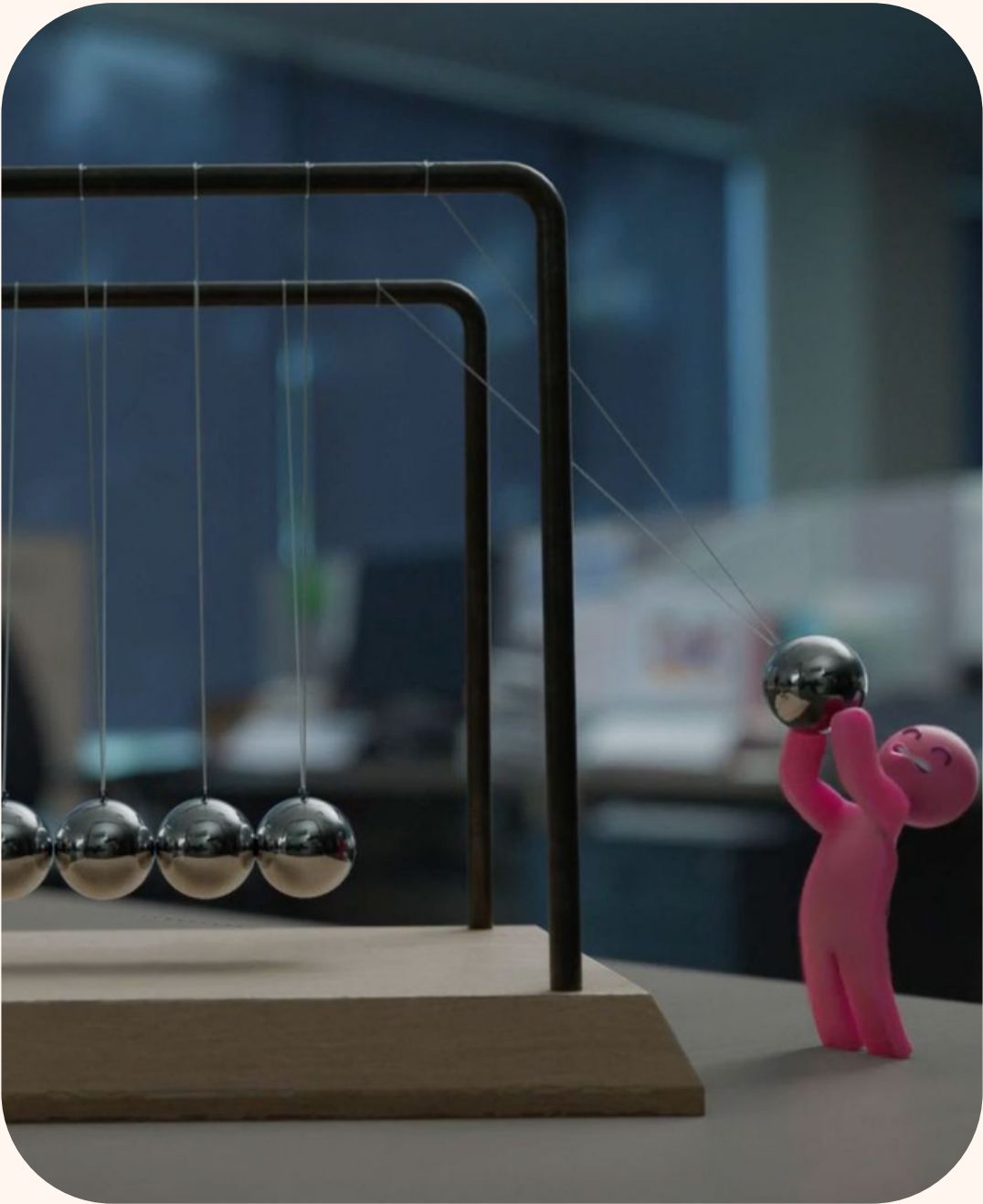
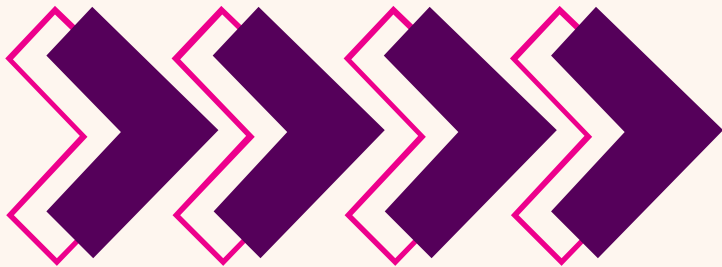
Source: [Survey on Superannuation and Retirement, CSBA](#)

With the competition emphasizing information, inspiration, or storytelling, most platforms are content or expert-driven



People don't want to 'retire' but want ways to view their next chapter with **clarity**

Where is there opportunity?



We need to be able to address our audience's questions from their perspective and unlock their **trust**

How do we do that?

We need to be community-first

Aussies trust 'someone like me' more than brands and experts. Social proof, shared experiences, and relatability now outweigh credentials in decision-making.



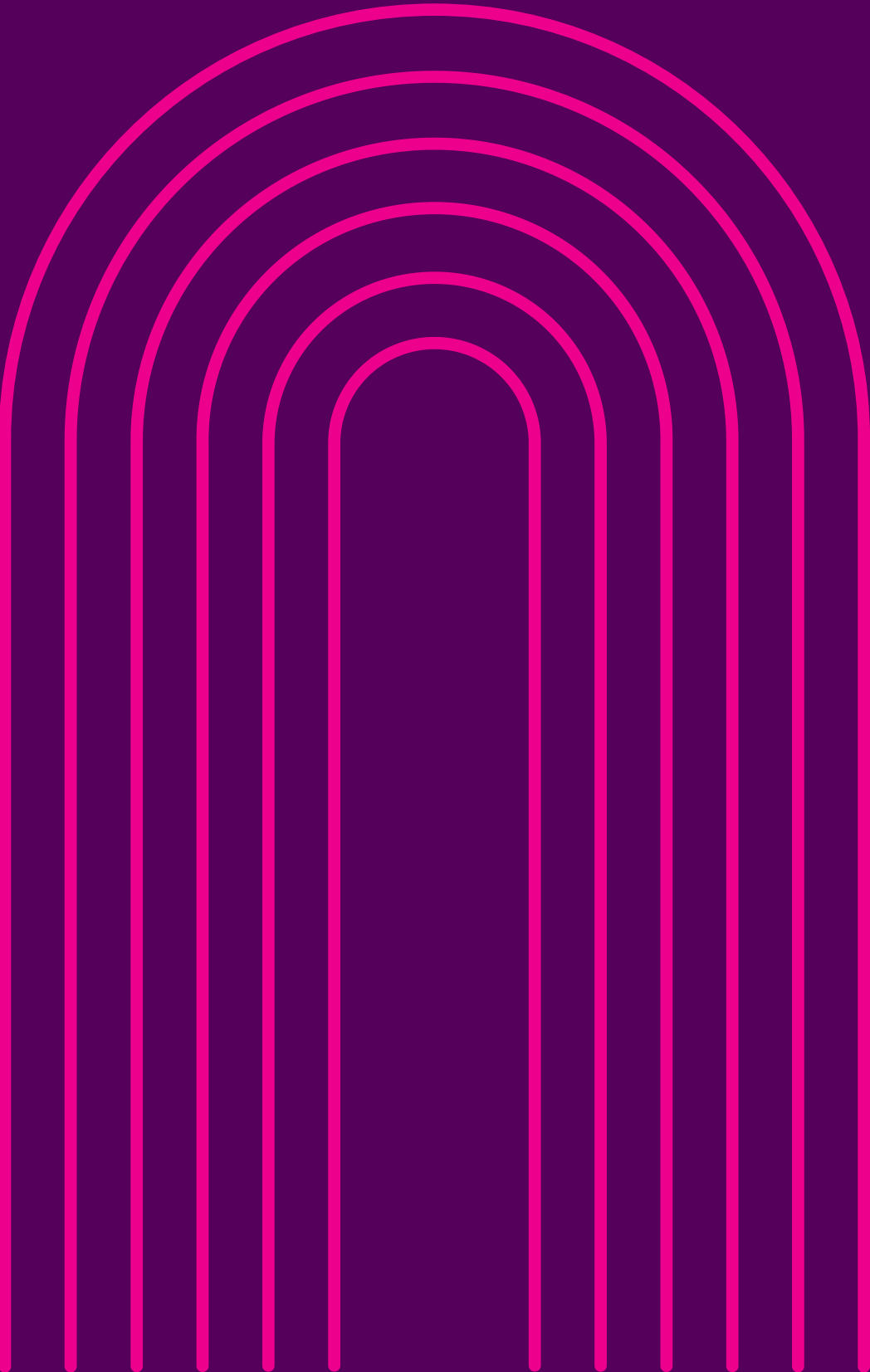
And deliver personalisation

The idea of "designing your life" has become mainstream with several interactive planning tools. People expect guidance, interactivity and personalization, not just content



Establish real connections

People want to meet in real life and have authentic experiences. They want to be purposeful and not just social



The background image shows a group of people at a social gathering. In the foreground, a woman with short brown hair, wearing a white shirt with black polka dots, is smiling and looking towards the camera. To her right, another woman with blonde hair and glasses is partially visible, also smiling. The background is filled with other people, some of whom are out of focus. The entire image has a magenta/pink color overlay.

Introducing The Next Chapter Society

A content-led community platform brought to life through real questions, expert-driven storytelling, and live experiences that help Australians shape their next chapter.

Phase 1: Ignite

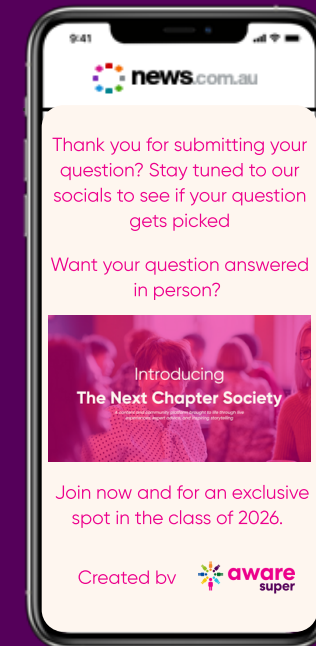
Address audiences while sparking curiosity
and building awareness

Budget: \$500k
Timing: Sep – Oct 2025



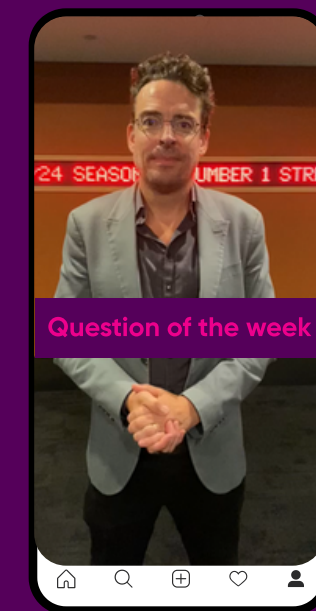
Submit a question

Develop a microsite for users to submit retirement questions, with the incentive being Joe Hildebrand answering a selected question. Promote this initiative through social media, display ads, and print on News.com.au.



Join the Society

Upon submitting a question, users are invited to join the Society, a platform for sharing answers, exploring insights, and sharing real stories. Members gain early content access, event invitations, and exclusive benefits.



Build Anticipation

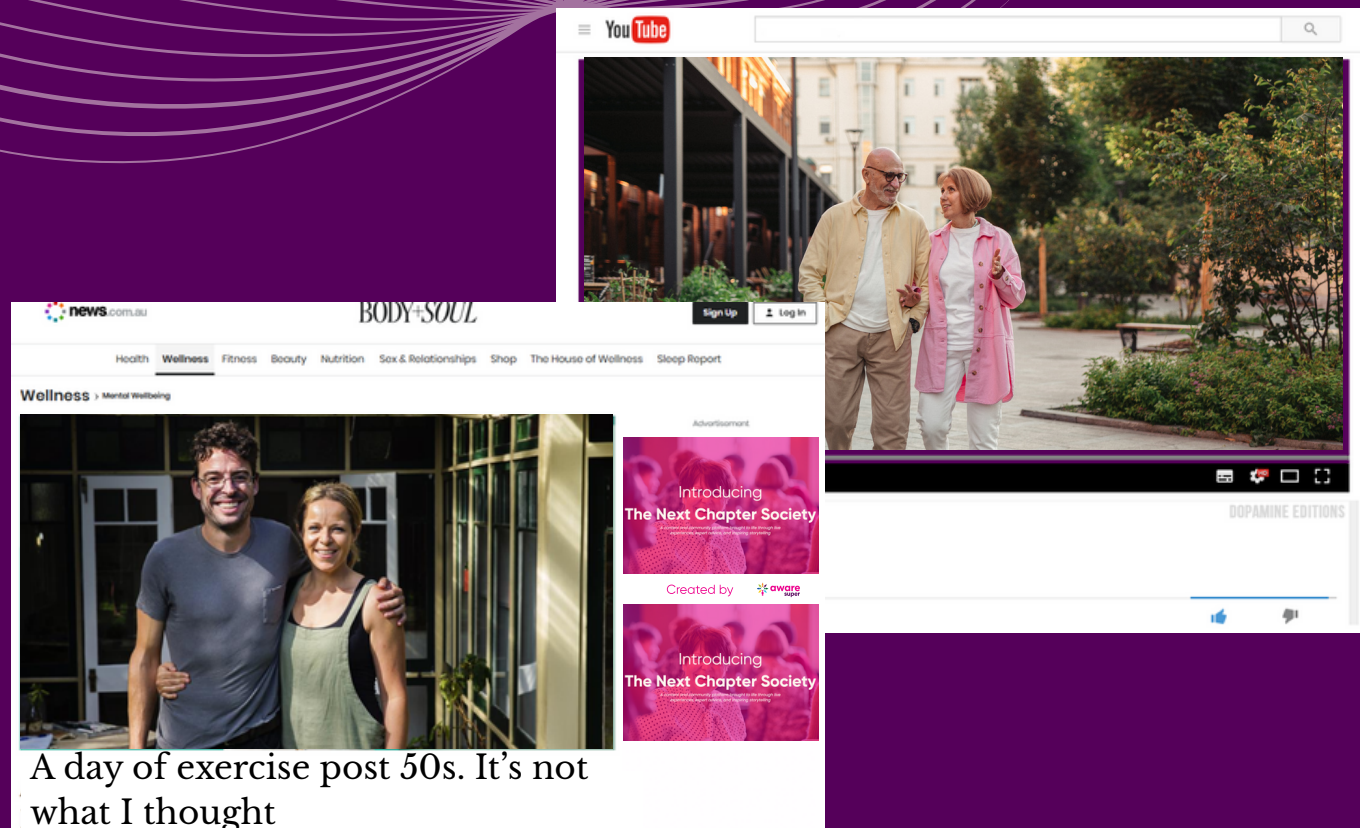
Release Joe's 'Top Question of the Week' on social and editorial pieces that feature real people in the society answering the question to create exclusivity and engagement

Phase 2: Build

Develop a following that generates mass interest for the initiative

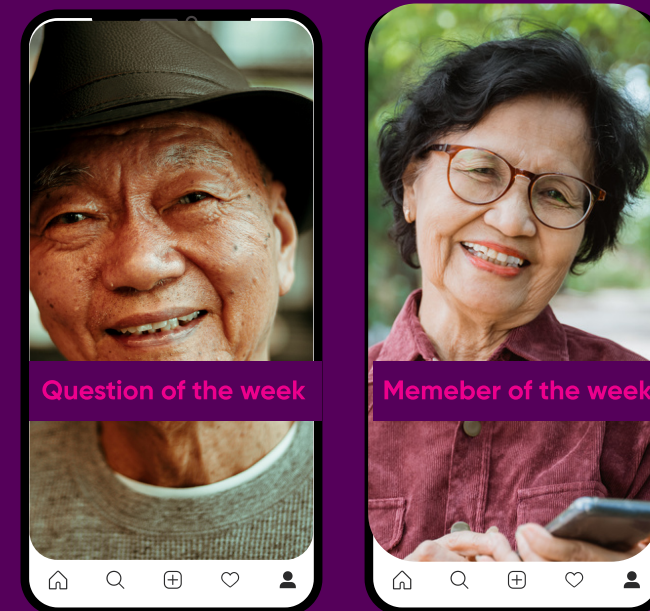
Budget: \$900k

Timing: Nov 2025 – Mar 2026



Launch an editorial mini-series

For 6 weeks, Joe does an editorial feature with a member of the society to explore and live the answer. For example, "How do I stay fit post-55?" → Joe joins a member's walking club. Drip-feed this social content across the year and repost long-form content on Youtube, News.com.au and Body+Soul to generate engagement



Grow the Community

Every story highlights the Society as the club where answers come to life. New members can register to unlock full content, exclusive invitations, and valuable tools. Society members are showcased in videos and articles, providing social proof. The "Q of the Week" evolves into a recurring feature. Add in a real-time counter on the microsite to track questions asked



Kickstart the society

Host events to enhance PR for the initiative, aligning themes with key questions and content episodes (e.g., financial fitness, purpose, downsizing). Joe can lead two additional sessions for more content. Exclusivity of taping participation for Society members can boost FOMO and incentivize sign-ups.

Phase 3: Act

Capitalise on engagement to drive product action

Budget: \$300k
Timing: Apr - June 2026



Display Retargeting

Retarget users that have engaged with social or website content on the NewsCorp network to run conversion focused assets



Social Retargeting through News 1PD

Retarget users that engaged with content on News socials or website content with conversion focused messaging on social media

Measurement Framework

BRAND CONSIDERATION UPLIFT

Do people have an overarching uplift in brand consideration post campaign exposure towards Aware as a brand?

GOALS

Demonstrate an increase in overarching Aware brand salience post media exposure

METHODOLOGY PROPOSED

Brand Metrics post-view multiple choice survey



RETIREMENT EXPERTS RESONANCE

Do people view Aware as the expert brand that helps them answer questions around retirement?

GOALS

Test panels of audiences with questions around their perception of Aware as experts of retirement

METHODOLOGY PROPOSED

KANTAR Brand tracking study measuring direct attribute statements



Bringing it all together



Phase 1: Ignite

(Budget: \$500k)



Build a microsite for people to ask their burning questions



Incentivize through Joe Hildebrand



Promote across News Network



CTA to join the society to learn more



Create further social engagement and promote via print

Phase 2: Build

(Budget: \$500k)



Launch a 6 week editorial mini-series featuring Joe and one retiree



Promote long-form content on the News Network and shorter content on socials



Highlight society members and have them respond to the 'question of the week' as a regular feature.



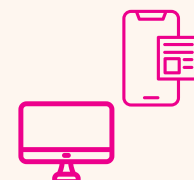
Add in a real-time counter on the microsite to track questions asked



Host events with themes rising from questions asked online

Phase 3: Act

(Budget: \$500k)



Turn engagement into action by retargeting users with personalised creative, driven by their campaign behaviours.

Measure



Brand Consideration Uplift

KANTAR

Retirement Expert Resonance



And that's a wrap...

Any Questions?

(The 90 day plan will be presented next)



Road to 90 days

1

Phase

Learn and Integrate
(Wks 1-4)

- Understand media product capabilities, pricing models, and key case studies
- Complete training on internal planning tools, media portfolio, and data capabilities (e.g., News Connect, audience)
- Review top 10 independent agencies by revenue contribution and map their key clients, industry categories, and planning calendars
- Meet with all strategy contacts at these agencies
- Observe 2 live responses on the holding co teams to understand BAU functioning

Build Value & Identify Growth
(Wks 5-8)

- Secure 3 proactive client conversations that result in net-new briefs
 - Initiate strategy sessions with agency leads to map upcoming briefs.
 - Pitch category or audience-led insights to stimulate brief creation.
- Contribute to 5+ active briefs with client partners
- Identify 2+ revenue opportunities >\$1Mn (multi-quarter potential).
- Be included in 3+ agency annual planning frameworks
- Craft a reusable narrative deck with client partners for a priority vertical (e.g. finance, auto, FMCG).

Phase

2

3

Phase

Deliver & Influence (Weeks 9-12)

- Deliver 1 strategy-led workstream in market (vertical GTM or partnership framework) while contributing to 5-10 strategic responses with client partners
- Co-create a thought leadership piece (e.g. trends, research deck) with 1 agency.
 - Deliver this in an agency-wide forum or showcase session.
- Achieve \$1M+ in revenue contribution from supported or initiated briefs.
- Catalyse a new client's entry into the planning pipeline via proactive strategic enablement

