How Aegon stay ahead of the competition by seizing PR opportunities sooner

Jonathan Henderson is the Head of Public Relations at Aegon UK, a provider of pension, investment and protection products. Aegon UK is part of the Aegon group, one of the world's ten largest insurers. We spoke to Jonathan about his experiences working with Signal.

The challenge

Jonathan and his team needed a media monitoring solution that went beyond a traditional press clippings service and allowed them to track more without paying more. The ability to view, share and measure the effectiveness of press coverage as soon as it was published was a key requirement. Broadening the team's capability to track competitors and benchmark against them, as well as follow sector-specific topics and spot trends were equally important to Jonathan.

The team wanted to use their media monitoring service to stay up-to-date on insurance-related news and use that intelligence to inform their PR plans. But without paying a premium to do so.

"We wanted a service that gave us unlimited access to media data so we could measure the effectiveness of our PR activities and benchmark against competitors."

JONATHAN

The solution

The PR team at Aegon had a trial of Signal and liked what they saw. They were especially impressed with the ability to track news as it was breaking and create additional searches and email alerts to monitor spokespeople, competitors and industry topics at no extra cost.

Jonathan sought feedback from a few of his contacts within the industry who were already Signal clients before he went ahead and signed up. The training and onboarding provided by Signal's Client Success team was swift and straightforward. The team have found the platform easy-to-use and intuitive making the creation and maintenance of searches and alerts fast and efficient.

"With Signal's uncapped searches we can gather more media insight and market intelligence without paying more.

We now track our spokespeople, perform competitor analysis and monitor industry topics."

JONATHAN

The results

By extending the scope of the news Aegon monitor, they have been able to identify common themes and emerging trends to inform their content production. They've spotted opportunities early and capitalised on the insights they've gathered using Signal to create content that they know is of interest to their target audiences.

Jonathan and team use Signal to regularly analyse headlines and news stories to make sure their campaigns are highly relevant and topical. Email alerts keep them in the know and up-to-date with everything that's going on in the industry. Aegon has full control over their news feeds, but any questions and queries they do have are resolved quickly via the platform chat function or through their client success representative.

"Signal gives us the flexibility to monitor whoever and whatever we want in the media without increasing our costs. The insights we've gathered are crucial for tailoring our messages, informing our campaigns and seizing opportunities we would have previously missed."

JONATHAN

About Aegon

Aegon is one of the world's leading providers of life insurance, pensions and asset management and helps over 30 million customers in 20+ countries invest for their families future.

Aegon UK is headquartered in Edinburgh and employs over 3,000 people having started life as Scottish Equitable in 1831 before joining the Aegon Group in 1998. Today the company is responsible for looking after more than £150bn of savings for well over three million customers.

About Jonathan Henderson

Jonathan Henderson is the Head of Public Relations at Aegon UK and is responsible for the company's corporate communications strategy and execution. Jonathan has over ten years of communications experience in multiple sectors within the financial services industry.

Before working at Aegon, Jonathan held senior PR roles at H+K Strategies and Citigate Dewe Rogerson.

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