

# A pure and simple pathway to partnership success

Allianz's partnership programme was an immediate success exceeding objectives by over 200%.



## The Situation

Cornhill Direct had identified partnerships as an alternative distribution channel and a great way to gain access to new markets. AHK was commissioned to develop a programme to open up new opportunities for the partnership team.

## Solution

Through interviews with existing partners we established the true benefits of partnering with Cornhill Direct and used this to develop a compelling proposition to motivate new prospects. We then created communication material to support every stage of the partner recruitment process including a dedicated microsite and email template. The "Pure and Simple" theme ran throughout utilizing bold colours and striking imagery to generate cut through.

Working closely with the partnership team we built a database of key prospects that met tightly defined criteria. We then contacted each prospect to ascertain their situation and to convey the benefits of partnering with Cornhill Direct.

## Result

Straightaway we found there was a genuine interest in what Cornhill Direct had to offer and we were able to set up meetings with key decision makers. Within a very short period of time new partners were signed up and the programme had helped give the partnership team a much higher profile within the organisation.

**Client:** Allianz/Cornhill Direct

**Skills:** Creative concept, database, email, microsite, partnerships, proposition and messaging, sales collateral, targeting, telemarketing.

## Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or [david.hearn@andersonhearnkeene.co.uk](mailto:david.hearn@andersonhearnkeene.co.uk).