

# Financial Planning Association of Australia



Creating new perceptions of financial services.

## **The Brief**

**For two consecutive years, we were briefed develop fresh thought leadership content to support media activity for Financial Planning Week.**

## **The Work**

The Live the Dream research explores perceptions on success and living the dream. The

study discovered there are four distinct personality types based on a person's ability to dream and act on their plans - the Daydreamer (32%), Go-Getter (33%), Cruiser (19%), and Builder (16%). 2,635 Australians of working age participated in the study, which gathered statistically robust samples for each state/territory to resource financial planners operating locally.

“The research was a key element behind the success of our campaign. The insights generated were thought-provoking and relatable, and helped us secure some positive and wide-reaching TV, print, online and radio coverage in top-tier media.”

## **Results & Deliveries**

The campaign assets - a visualised report, digital infographic, and shareable web quiz - were supported by commentary from McCrindle spokesperson Sophie Renton and assisted in generating national news headlines. Filtered Media won the 2017 CommsCon Awards for the best use of research/insights using the media assets delivered by McCrindle for the Dare to Dream campaign.

## **Contact**

Sophie Renton: [sophie@mccrindle.com.au](mailto:sophie@mccrindle.com.au)