

28 September 2009

Super fund achieves marketing excellence

It's not every day that superannuation marketing can stir up a lot of excitement, however for Tasmanian superannuation fund Quadrant, a recent relationship marketing campaign achieved great results and won an Australian Marketing Institute Award for Marketing Excellence in Tasmania.

Locally owned and operated in Tasmania with over 6300 members, Quadrant achieved the accolade following the successful roll out of a marketing campaign aimed at promoting increased membership through relationship marketing.

Quadrant CEO Wayne Davy said that the fund was delighted to receive the award which demonstrated that superannuation funds can achieve great results through well executed campaigns.

"Superannuation is not always the easiest product to explain or promote because of its complexity and sometimes dull image," he said.

"These awards are important, not just because they provide independent recognition that we're getting it right, but prove that super can engage consumers if the message is well delivered."

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