



case study

BGL Group



Communications Project Management

BGL Group is one of the UK's largest privately-owned personal lines insurance brokers in the UK, selling car, bike, van and home insurance through a range of brands including Budget, Bennetts (bike insurance) and price comparison website comparethemarket.com.

Athene's approach

Over an 18 month period, Athene managed a range of internal and customer communications projects for Pearl Group, as detailed below.

Internal Communications

- A full internal communications audit with employees across six UK sites and the company's Cape Town operation.
- Communications campaign management for annual employee surveys, information security, launch of flexible benefits, telephone prefix changes and the rollout of Microsoft Outlook email. This involved development of deskdrops, posters, training guides, competitions, roadshows and promotional items.
- Organisation of employee celebrations to mark BGL winning its two millionth customer.
- Management of internal communications materials including BGL's bi-monthly magazine, Bulletin and cascade briefing packs.
- Video production to support major internal brand and project launches.

External Communications

- Preparation of proposals to raise awareness of BGL as a major 'employer brand' in its main UK centre (Peterborough) as part of an overall recruitment strategy.
- Production of a promotional brochure and presentations for BGL's accident claims management business, ACM ulr.
- Production of website copy and site map for BGL's Cape Town operation.
- Media relations (local media and trade press) for launch of new Resource Management function, Polaris underwriting engine and Children in Need.

Testimonial

"I found the service, consultancy and advice from Athene to be professional at all times. Comms projects were executed efficiently and to a high standard with Athene's consultants always delivering with a smile! I will definitely work with Athene again in the future when the opportunity arises."

Rob Barsby,
Head of Internal Communications, BGL Group

