



Progress gets celebratory 'visual face-lift'

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Royal Liver has re-branded its adviser protection offering Progress as part of its anniversary celebrations.

To commemorate five years in the protection market, Aidan Dewhurst, marketing manager of Progress for Royal Liver, said that it had re-launched its IFA-facing website and conducted an external review of its brand.

There are further plans, he said, to give the entire brand "a visual face-lift", a process which will be rolled out over the next few months.

Mr Dewhurst said: "What we wanted to do with the website was take it back to the beginning, build it up and make it more attractive."

The new features include scenario planner, which provides case studies of people, and marketing insights, a hub for advisers' ideas on selling the menu product and protection.

There are also a few sections aimed at helping advisers with growing their business and helping them engage a little more to work in partnership, Mr Dewhurst said.

Mr Dewhurst said: "In terms of the site itself, we have re-written the whole thing, and made it so people are only ever one or two clicks away. We have made it an IFA site - it is all about them and it is going to be dictated by whatever they want."

Peter Chadborn, principal of Colchester-based CBK, said that the case studies were a great idea for advisers.

He said: "Advisers will welcome this. It is all very well putting product info up on websites but you need to make it real and the best way to do that is to have case studies because that is what advisers do with clients.

"Unless the client can put what we tell them into reality, then there is no impact."

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