

Q.

What do people think success looks like? Do they think they'll achieve it and have they got a plan to do that?

A.

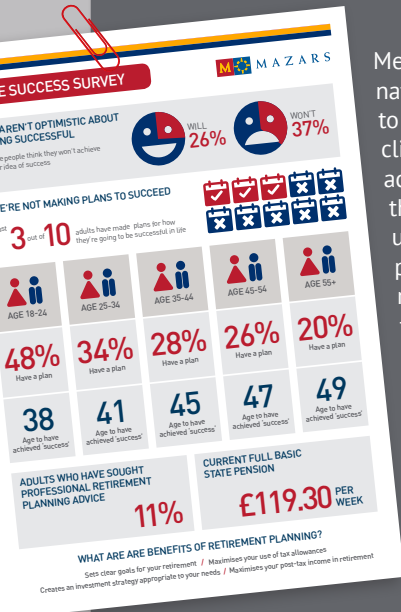
Our campaign for leading accountancy and financial advice firm, Mazars LLP, helped answer these questions and got people across the UK talking about their version of success.

GLR Public Relations created the Mazars' Success Survey to put financial planning in consumers' minds



Our approach

Our results



Media relations secured widespread national and regional press coverage to raise awareness of Mazars' private client business. Mazars is a Top 10 accountancy, audit and advice firm in the UK. They asked us to help them understand what differentiates their proposition in the private client marketplace and devise a campaign that would highlight the relationship they have with their clients.

The campaign started with consumer research to identify what people consider as signs of success and discover how many have a plan in place to achieve their version of success. We used the research as the basis for a White Paper that delved into planning for success, savings, protection and retirement planning.

We supported the White Paper with a news story, infographic and social media content to get people talking about success, engage with the brand and download the White Paper.

We discovered people have different ideas about what 'successful' looks like and how you get there. For some it's about money and status, but we found that isn't the case for most of us.

Although wealth is often regarded as the sign you have made it, seven in 10 UK adults reckon being happy is the real benchmark. Less than a fifth of respondents said being a millionaire shows you're doing well – however, over a quarter said being charitable is a true indicator of prosperity.

Somewhat shockingly, the survey also found less than a third of Brits have some kind of plan in place to actually achieve success. Only one in 10 people have used a financial professional to help them plan for a successful retirement – although four in 10 said it was something they would consider.

The result of our analysis, news generation and infographic? Coverage across the UK and a huge leap in brand awareness for our client:

Press coverage appeared in The Sun, The Daily Star, The Daily Mirror, The Daily Express, The Scotsman, The Yorkshire Post, The Express & Star, The Western Daily Press, Economica.com, Sunderland Echo, Northampton Telegraph, Executary News, Bucks Herald, Crawley Observer, Warwick Courier, Lancaster Guardian, Buckingham Today and 5 other regional titles.

- BRIT'S TOP 10 SIGNS OF SUCCESS:**
1. Being happy
 2. Being healthy
 3. Being financially secure
 4. Being debt free
 5. Achieving your career aspirations
 6. Feeling fulfilled in life
 7. Being able to retire early
 8. Owning your house outright
 9. Having a balanced work / family life
 10. Having a happy marriage

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The results of our number crunching

