Allianz Marketing Manifesto

The fire in the belly

Each of us wants to make our mark in the world. It can be what we do or what we don't do, on a large scale or on a small scale, personal or professional. Starting a foundation or helping someone cross the street. Leading a life of the mind or living a life of adventure. Making the history books or leaving no footprint.

"Carla gave her time and money to feed poor children."
"Ben led a quiet, humble life with respect for all living things."

Whether fun, frivolous, serious, or profound – everybody cares about something. We all want to matter in the end based on how we've lived, making the world a little bit better for having been here.

> The human passion to become something more is the wellspring of the financial services profession.

From transactions to connections

To find and nurture that "fire in the belly", the financial professional first must connect emotionally with the client. By knowing, understanding, and respecting their true passion, the financial professional can engage the client in planning and help make that "fire" burn eternally as a lasting legacy. In turn he or she earns a lifelong relationship with clients and their families and others that they influence.

How do financial professionals cultivate the qualities required to make these emotional connections? *They turn to Allianz for our exclusive expertise and thoughtfully crafted system of services and financial solutions.*

As tangible as grains of sand

Allianz Connectors make legacy real, bring eternity down to earth (and to the kitchen table), and establish a rapport between the client's passion for making a mark and the financial professional's drive to develop a meaningful, successful business. The cornerstone connector is the Allianz Hourglass.

More than money: Choices that shape who we are

Every time we choose to do something with a dollar, it reflects our personalities and ideals. From the day we earn our first paycheck as a teenager, we vote with that money. The five choices in the Hourglass – spend, save, grow, give away, pay taxes – tell the whole story of how we have chosen – and will choose – to lead our lives.

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More than death: Phases of a work in progress

As kids we build on wisdom gained from our parents by shaping our own hopes, dreams, and values. As we grow older we form relationships with the people who love us, count on us, and benefit from how we live. The Hourglass uses accessible, understandable terms for exploring the culmination of a life's work and the transformation of these "value assets" into a lasting legacy.

Our tools guide the creation of that legacy;
our services equip financial professionals to deliver it.

A brand promise offered nowhere else

The business of Allianz is rooted in fostering an emotional bond between financial professional and client. The fruits of this bond spread from consumer to distribution to our company, building a sustainable and mutually beneficial industry model.

Consumers turn their passion into a plan for making their mark in the world and cement a meaningful relationship with a trusted financial professional, to whom they can turn again and again.

Financial professionals foster client loyalty, earn referrals within client families, and retain assets from generation to generation.

Allianz stands apart as the world's first and best legacy company, echoes the global Allianz brand, earns trust and more consistent contact with distribution, and grows sales of our financial solutions.