



News Release

28th April 2021

THE OPENWORK PARTNERSHIP INVESTS IN THE POWER OF PARTNERSHIP

The Openwork Partnership is investing in the power of partnership with the launch of its first ever advertising campaign supporting network members as it expands its growth strategy.

It is initially targeting advisers with a brand awareness campaign building on its successful rebrand in February which renewed The Openwork Partnership's focus on putting clients at the heart of the business, as it targets becoming the UK's leading advice network.

The Openwork Partnership plans to expand the campaign throughout the year to target existing clients and potentially new customers underlining the value of good personal financial advice.

Print and online brand advertising – the first in the network's history – highlight the new brand positioning: **'For us, financial advice is personal'** and focus on key events in people's lives where financial advice can help in supporting their ambitions.

The advertising looks at personal moments such as buying a first house and special memories in retirement to visualise what really matters to clients and how for advisers it's not just business to help them but a personal commitment and interest.

The advertising campaign is being launched following a strong start to the year which has seen the network deliver a record quarter for recruitment with 257 advisers and 36 new firms joining taking it to more than 4,300 advisers in 700-plus firms.

It supports the wider strategy for growth, building on current success and confidence across the business which will include continuing expansion of the network and extending its distribution and range of propositions.

Claire Oldstein, Chief Marketing Officer of The Openwork Partnership, said: "Openwork has been a sleeping giant for many years and now is an exciting time in its evolution to be promoting the difference it can make to people's lives. Launching our first advertising campaign underlines the commitment and confidence at The Openwork Partnership in delivering the next chapter in our story.

"The power of partnership is central to our brand promise, together with our personal approach which puts our clients at the heart of everything we do. These come together within our new advertising campaign and will provide a platform for future communication."

Its rebrand and name change from Openwork earlier in the year is the first stage of an ambitious strategy to become the leading network ranked on better outcomes for more clients, by reputation and by growth across the business.

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About The Openwork Partnership

The Openwork Partnership is one of the UK's largest financial services networks with the group having over 4,300 financial advisers operating across the UK. It operates as a directly authorised, multi-panel distribution network.

- The Openwork Partnership operates panels for pensions, annuities, and protection (life assurance, critical illness, General Insurance). Omnis Investments, the investment arm of the group, offers a range of investment funds, managed by some of the best fund managers in the market, as well as a managed portfolio service.
- In the mortgage sector The Openwork Partnership operates a panel of over 50 lenders for mortgages and is among the top three networks for almost all the major mortgage providers.
- The Openwork Group is majority-owned by the Openwork Partnership LLP with its employees holding a minority stake.
- Further information on The Openwork Partnership can be found at www.theopenworkpartnership.com