

Online Banners

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Protection



"45% of 45-60 year olds see cost as the main barrier to taking out **protection"**

Jim Hunter Senior Sales Protection Manager, Aviva

Find the latest **New Thinking** on **protection** here

Carousel between Jim and Paul.



"New Thinking and behavioural science can help you show the true value of **protection"**

Paul Dolan Professor of Behavioural Science, LSE

Find the latest **New Thinking** on **protection** here

Messaging carousels along with Jim and Paul.
Anchored copy.



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Find the latest **New Thinking** on **protection** here



Get the latest tips on talking to sandwich generation clients from our **behavioural science experts**

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Find the latest **New Thinking** on **protection** here

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Logo and thumbnails fade in.

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Retirement



“**2/3** of advisers say that clients with both older and younger dependants find preparing for **retirement** difficult”

Tony Warwick Head of Retirement Solutions Distribution, Aviva

Find the latest **New Thinking** on **retirement planning** here

Carousel between Tony and Paul.



“**New Thinking** and behavioural science can help you better communicate **retirement advice**”

Tony Warwick Head of Retirement Solutions Distribution at Aviva
Paul Dolan Professor of Behavioural Science, LSE

Find the latest **New Thinking** on **retirement planning** here

Messaging carousels along with Tony and Paul.
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“**New Thinking** and behavioural science can help you inspire your clients to **take action**”

Paul Dolan Professor of Behavioural Science, LSE

Find the latest **New Thinking** on **retirement planning** here

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Healthcare



“Only **2%** of advisers say that their 45-60 year old clients contribute enough towards their **healthcare**”

Nick Reynolds PMI Sales Protection Manager, Aviva

Find the latest **New Thinking** on **healthcare** here ▶

Carousel between Nick and Paul.



“**New Thinking** and behavioural science can help you better explain the benefits of **healthcare**”

Paul Dolan Professor of Behavioural Science, LSE

Find the latest **New Thinking** on **healthcare** here ▶

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“**New Thinking** and behavioural science can help you better explain the benefits of **healthcare**”

Paul Dolan Professor of Behavioural Science, LSE

Find the latest **New Thinking** on **healthcare** here ▶



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