

## **Onesixtyfourth Bringing Global Millennial Trend Expertise & Insights in Financial Asset Management to New York**

NEW YORK, New York, September 26, 2011 –London-based strategic brand and planning consultancy, Onesixtyfourth, today announced the launch of its New York operations. Onesixtyfourth works with executives to strengthen the performance of their brands through understanding how shifts in human behavior, culture and technology impact our relationships with the products and services we buy. They bring recent insights in asset management that can help financial firms differentiate themselves to build brands that gain assets. They also bring deep insights on Gen Y, also known as Millennials, the demographic born from 1980 and 1995. Recent clients include AEGON Asset Management, STA Travel and Save the Children International.

“This month AEGON Asset Management UK rebranded to Kames Capital based on the strategy we developed for them to grow their third-party business and distinguish themselves from their global insurance parent, AEGON Group. To help the client target institutional investors we needed to understand perceptions and motivations post the 2008 backlash. Our research uncovered a desire for managers who were realistic and consistently sought to meet client objectives, not necessarily surpass them. We also learned that transparency is achieved by consistent, open communications as much, if not more so, than government regulations.”

“Onesixtyfourth devised a strategy authentic to the history of the AEGON brand that helped to crystallize our vision for the future. This was precisely the depth of insight we needed,” said Andrew Bell, Chief Marketing Officer, Kames Capital. The Kames Capital brand responds to the changing global socio-economic landscape and reflects the organization’s values. The new brand launch positions the business as a candid, focused asset manager with an independent spirit - yet owned by a large insurance company.

Onesixtyfourth has also conducted extensive research on Millennials, the demographic born between 1980 and 1995. The agency helped STA Travel reshape its identity, positioning and future product development based on the insights from this research and the agency’s foresight on future trends among Millennials.

“To build a successful brand an organization needs to identify social trends and understand how changing technology impacts behaviors and alters category dynamics. Onesixtyfourth provided us insights on our current and potential target consumers that profoundly impacted our long term business planning,” said Peter Liney, Global CEO STA Travel, which operates in more than 90 countries and has 400 worldwide branches. “Onesixtyfourth’s research revealed to us that although college life had not really changed student attitudes towards free time, personal growth and friendships had. They then applied the learning to travel.”

Onesixtyfourth is planning to conduct further proprietary trend research on Millennials to understand more about how much of their behavior is life stage driven, what the primary drivers are for sub-segmenting the cohort and whether they view their futures and their work opportunities with optimism or concerns. The agency will continue to provide service to clients in the U.K. while building its client base in New York.

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