

## **Legal & General partners with Telegraph Spark to tackle some of the biggest issues facing society**

Telegraph Spark has launched a one-year content partnership planned and booked through Mindshare which will showcase how Legal & General is responding both to business-wide challenges from customers and to calls from the wider public to boost the economy and make society stronger.

Nigel Wilson, Group CEO Legal & General, explains: "The biggest issue in Britain today is still how we build greater economic growth to improve everyone's lives in a way that is sustainable for communities and the environment. We need to invest to create real jobs and better infrastructure to transform our cities and towns. This has to be achieved in a responsible and inclusive way."

For this commercial campaign, Telegraph Spark has signed up 20 experts, opinion-formers and innovators to be part of an action-based initiative titled The Power of Us. Names include Sir Tony Robinson, actor, comedian and presenter; Jasmine Birtles, British TV personality, money expert and pensions writer; and Dr Martin Hyde, Associate Professor in Gerontology, Swansea University.

Together they will explore six key areas as part of this branded campaign, all of which have sustainability and climate change at their core.

- How do we support the ageing population?
- How do we invest for global good to boost economies, communities and sustainability?
- What can be done by individuals and communities to solve climate change?
- How do we create smarter future cities outside London that appeal to young people and reduce urban stagnation?
- How do we spread London's tech knowledge, expertise and positivity nationally?
- How can we protect and nurture our SMEs to ensure global competitiveness?

Following the introduction of the six challenges through branded features in both the paper and online, Telegraph Spark will reach out to innovators to come up with solutions at a very different experimental event. The results will be presented to delegates at The Power of Us conference, made into a podcast and published as a branded supplement.

Telegraph Spark content strategy partner, Gina Hamilton, said:

"From the moment we received the brief, we knew this was going to be an exciting commercial campaign. An opportunity to be a force for good and impact positive change. Plus, the perfect challenge to engage our huge entrepreneurial audience. It has been a pleasure to work with such an ambitious brand to ignite the spirit of innovation."

Mindshare Invention client director, Nicola Borradaile, said:

"We are delighted to join forces with like-minded partners L&G and Telegraph Spark on this ground-breaking campaign, which will deliver tangible solutions to improving social and environmental issues as well as help to future proof communities across the UK."

L&G group brand director, Emma Hill, said:

"Our brand is well known and loved by many. In partnering with Telegraph Spark we have a real opportunity to reinforce this awareness by showcasing how L&G is bringing inclusive capitalism to life across the country."

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### **About The Telegraph**

The Telegraph's mission is to deliver quality, trusted, award-winning journalism, 24 hours a day and across all the platforms our customers use – digital and print.

Our portfolio includes The Telegraph website and app, The Daily Telegraph and The Sunday Telegraph print titles and The Telegraph Edition app.

Recently named as the UK's leading quality news brand, our digital content reaches more than 25 million users across the UK (UKOM MMX MP).

### **About Legal & General Group**

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with international businesses in the US, Europe, Middle East and Asia. With over £1.1 trillion in total assets under management at 30 June 2019, we are the UK's largest investment manager for corporate pension schemes and a UK market leader in pensions de-risking, life insurance, workplace pensions and retirement income. We have also invested over £22 billion in direct investments such as homes, urban regeneration, clean energy and small business finance.

### **About Mindshare**

We were born in Asia in 1997, a start up with a desire to change the media world. Now we are a global agency with 116 offices in 86 countries and billings of \$35bn (source: RECMA). We aim to be our clients' lead business partner, to grow their business and drive profitability through adaptive and inventive marketing. We do this through speed, teamwork and provocation because in today's world everything begins and ends in media. We create new things and have fun doing it. Mindshare is part of GroupM, the media investment management arm of WPP, the world's leading communications services group. Visit us at [www.mindshareworld.com](http://www.mindshareworld.com) and follow us on Twitter @mindshare and [facebook.com/mindshare](https://facebook.com/mindshare) and [LinkedIn.com/company/mindshare](https://LinkedIn.com/company/mindshare).