

RADIO CAMPAIGN: Invest via an investment platform for choice and simplicity

25 July 2022



A single access point to the widest range of investment funds – all in one place

glacier
by Sanlam

Glacier by Sanlam's investment platform offers you the widest choice of local and global funds, from different fund managers, that you can mix and match, all in one place.

Your adviser will work with you to customise your selection for the ultimate personalisation and ease.

Ask your financial adviser why you're not with Glacier.

THINK WORLD CLASS
Glacier Financial Solutions (Pty) Ltd is a licensed financial services provider.

Glacier's radio campaign highlights how easy and efficient it is to invest via an investment platform, and how the functionality can help simplify the process. We highlight how investors and their financial advisers can access limitless investment possibilities, from different fund managers, all in one place.

Ease of use

The objective of this campaign is to highlight the ease of use of a platform. The two spots – set in a car dealership and a deli respectively – show how selecting something you want is not always a straightforward decision. You may want to customise it just the way you want it – and that's where the investment platform comes in. Glacier offers over 1 000 funds, enabling you to mix and match your choice of funds (all in one place, without having to go to several asset managers) to create an investment portfolio to suit your particular needs. Clients can gain access to the platform through our various Platform pre-retirement (RA), post-retirement (ILLA) and discretionary investments (Investment Plan) & Glacier International solutions – although promoting specific products is not the intention of this campaign. We aim to create awareness, and to encourage investors to “ask your adviser why you're not with Glacier”.

Stations

The radio spots will flight on SAFM and RSG between end-July and end-November, together with bi-monthly interviews on the station's evening business shows.

Activations in 2022

We'll continue the education around the platform throughout the remainder of the year with other activations – including social media, short videos, articles and infographics. See future issues of *Glacier Weekly* for more in this regard.

Listen:

[Car dealership – English](#)

[Car dealership - Afrikaans](#)

[Deli – English](#)

[Deli – Afrikaans](#)

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