

# ALLIANZ GROUP DIGITAL CORPORATE DESIGN

## STRUCTURAL FRAMEWORK FOR DIGITAL BRAND COMMUNICATION

1. Project Introduction
2. Key Findings from the Best Practice Analysis
3. Challenges for Allianz Group Digital Corporate Design
4. The Allianz Group Corporate Design Framework
5. Outlook
6. Benefits
7. Next Steps

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## Procedure

Phase I (February - March 02)

**Analysis and Evaluation  
of Requirements**

Phase II (April - June 02)

**Digital Corporate Design  
Framework**

Phase III (next)

**Digital Corporate Design  
Guidelines**

## Team

Project Lead

Allianz Group Marketing/Corporate Design  
A. Grass, J. Frankenberger

Research, Concept, Creative

DMC  
S. Kostenzer, L. Löschner, F. Magistris, A. Reiberger, P. Zündel

## Looking back at the history of Allianz digital corporate design development

- |               |  |
|---------------|--|
| December 1999 | Launch of project " <b>Corporate Design for Digital Media</b> "  |
| May 2000      | Presentation of <b>Design Concept for Allianz Flagship Brand</b> |
| February 2000 | <b>Internet Resolution "Vogelsang"</b>                           |
| August 2000   | Development of Internet design guidelines                        |



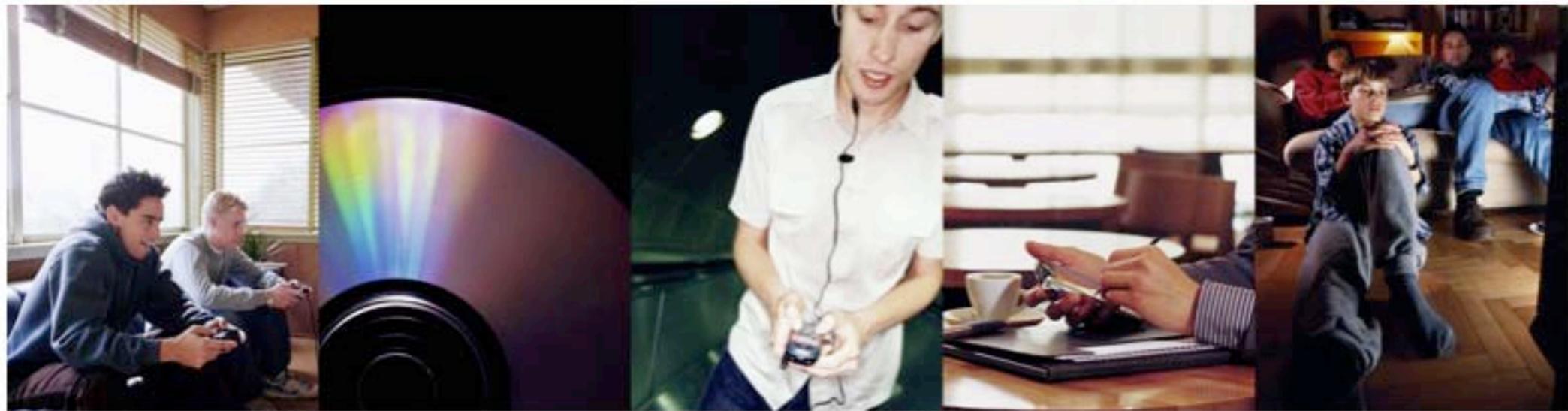
Until now digital design guideline development has focused primarily on **Web-based communication**.

The image displays three side-by-side screenshots of Allianz's digital platforms:

- Allianz.de**: The private customer website. It features a dark blue header with the Allianz logo and navigation links. The main content area includes a large portrait of Allianz CEO Peter Löscher, a sidebar with "PRIVATE KUNDEN" sections like "Allianz Privatkunden", "Private Banking", and "Private Wealth", and a footer with copyright information.
- Business.allianz.de**: The business customer website. It has a similar dark blue header and navigation. The main content features two construction workers in hard hats reviewing a blueprint, with sections for "Geschäftskunden" and "Business & Services".
- Intranet**: The company intranet. It shows a dark blue header with the Allianz logo and navigation. The main content area is titled "Welcome to Group Intranet" and includes a sidebar with "Allianz Group Intranet" sections like "Allianz Group Incident Board", "Transactions", and "Allianz Group Database Summary".

A broad range of **other important digital media and digital devices** has not yet been taken into consideration.

**Mobile  
POI/POS  
DVD/CD-ROM  
Business TV  
Crossmedia Publishing**



Today the Allianz Group maintains a presence in a **broad variety** of analogue and digital media channels.

#### Literature



#### Digital



#### Advertising



#### 3D



Specific corporate design guidelines have been developed for most aspects of the Allianz Group's **analogue communications**.



Stationery

Publications

Annual Reports

Mailings

Brochures



Specific corporate design guidelines have been developed for most aspects of the Allianz Group's **analogue communications**.



Print Ads



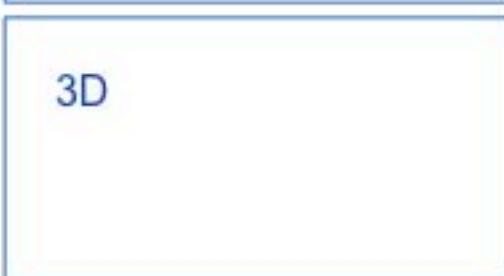
TV Commercials



Merchandising



Billboards



Specific corporate design guidelines have been developed for most aspects of the Allianz Group's **analogue communications**.



Banners

Fair Booths

Displays

Interior Design

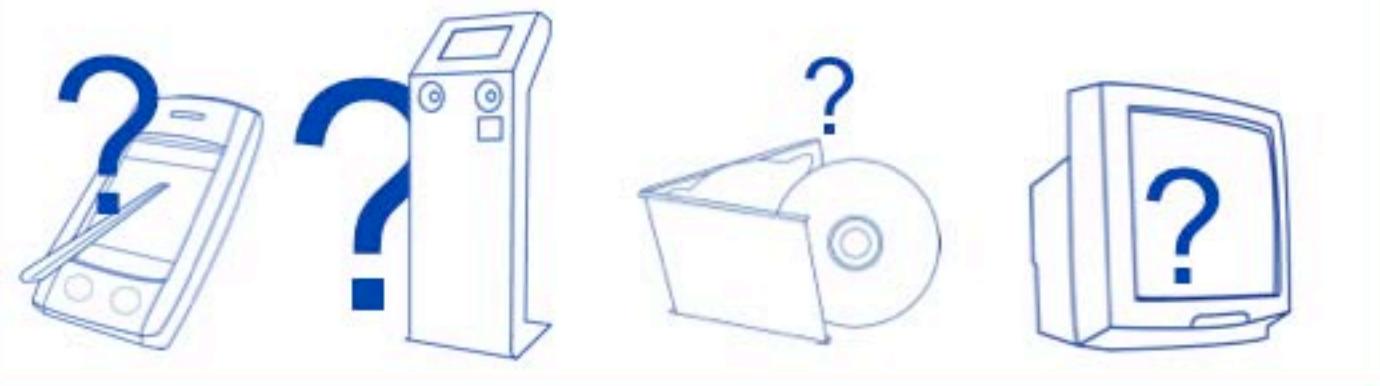
Literature

Digital

Advertising

3D

**Only a small part of the necessary guidelines have been defined for Allianz's digital communications.**



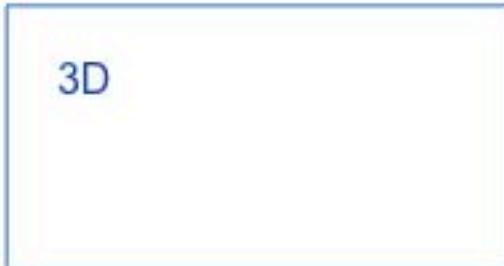
Online

Mobile

POI/POS

DVD/CD-ROM

Digital Broadcasting



What will the Allianz Group's digital presence look like in the future?

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The best practice analysis should provide relevant insights into the digital corporate design strategies of other globally active companies.

### Desired insights

- Which digital corporate design strategies are used to achieve a globally consistent appearance?
- Which general corporate design trends can be identified?

### Financial Service Providers



### Industry/Trade



The following aspects of digital corporate design were considered:

**Brand architecture**

- Does the digital corporate design represent the brand architecture?
- How does the brand architecture affect the digital corporate design?

**Digital corporate design structure**

- According to what rules is the digital corporate design structured?

**Digital corporate design elements**

- Which specific digital corporate design elements are used?

## Conclusions

**None of the selected companies has yet implemented a globally consistent digital corporate design framework.**

The following corporate design trends could be identified:

### **Target Group Orientation**

- Simplification and unification of site architecture and navigation designed to achieve intuitive and user friendly navigation and orientation

### **Branded House**

- Most of the companies analyzed are in transition from "House of Brands" to "Branded House".

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## The Brand Dimension



## Evolving toward an integrated global financial services provider

- Strong international focus
- Significant expansion of brand and product portfolio
- Multichannel sales strategy
- Future-oriented multicultural company
- Giving priority to clients

Provision Protection Performance Banking

## Challenges for Allianz Group digital corporate design

- Communication of Allianz Group as a globally integrated financial services provider
- Support teamwork among the Allianz Group brands
- Support cooperative communication and joint activities of Group brands
- Be open to new business and customer segments
- Differentiation between different business segments

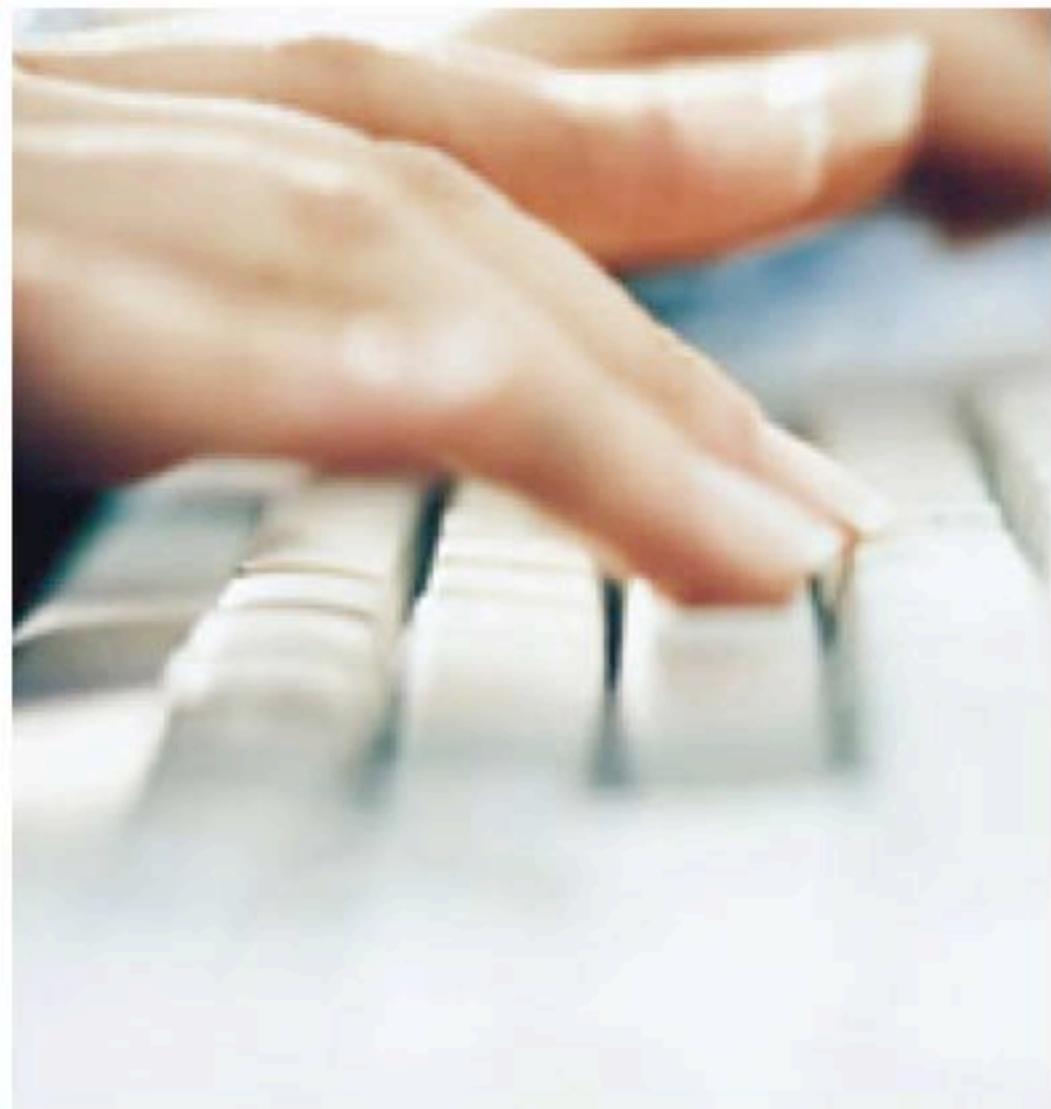


## The Media Dimension



## World Wide Web

- Still the most important digital information channel
- >500 million users worldwide
- Increasing proliferation of broadband
- Online banking with fastest growth among commercial e-services



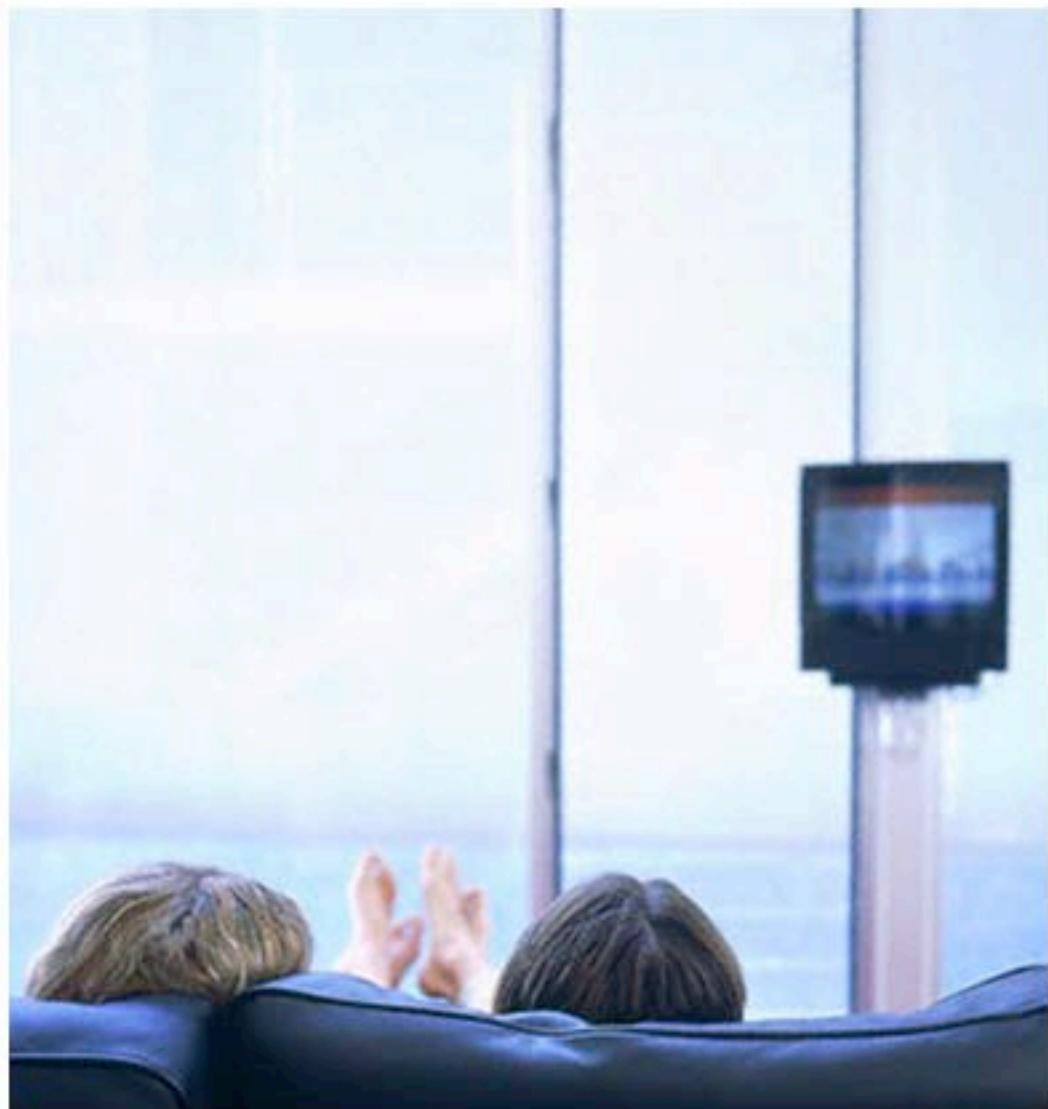
## Mobile/Smartphone, PDA

- Always on and always with you
- >1 billion subscribers worldwide
- High potential of mobile commerce and mobile marketing
- Convergence with the “Fixed Line World”



## Digital Broadcasting/Interactive TV (iTV)

- At home from the couch
- Limited interactivity
- Data input via remote-control
- “Infotainment”
- Proliferation still “sluggish”



## Digital Broadcasting/Business TV

- Exact targeting to internal and external stakeholders
- Integrated instrument to effectively communicate company directives and long-term strategy
- Adds emotional quality to corporate communication



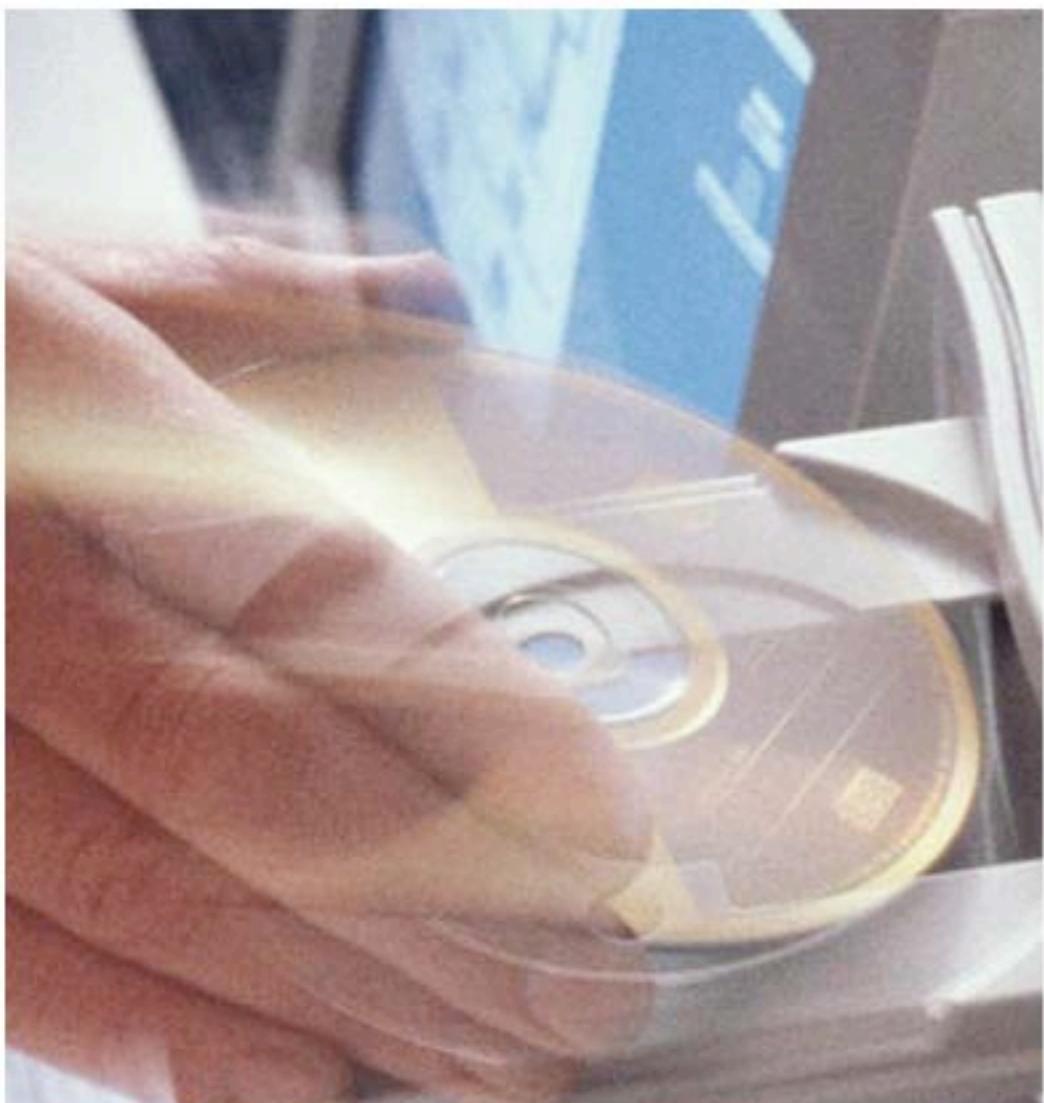
## Terminals/Interactive Kiosks

- Large variety of possible applications (from product information to ATM services)
- Facilitates an engaging brand experience
- >312,000 kiosks installed worldwide



## Data Carriers/DVD

- Nearly all new PCs equipped with DVD-drives
- Allows for a more dramatic brand experience than that currently possible on the Internet
- Exact targeting to internal and external stakeholders with custom-made communication  
(Financial Community: Annual Report)



## Cross-Media Publishing

- Access information anytime, anywhere and on any device
- Consistent message across all media
- Bridging the gap between “virtual” information and printed information
  - Presentations
  - Brochures
  - Contracts
  - Forms



## Making effective use of all relevant digital channels and applications

- Display Sizes
- Input Devices
- Functionality
- Output
- Bandwidth

ONLINE

MOBILE

DIGITAL  
BROADCASTINGPOS/  
POICD-ROM  
DVD

APPLICATIONS

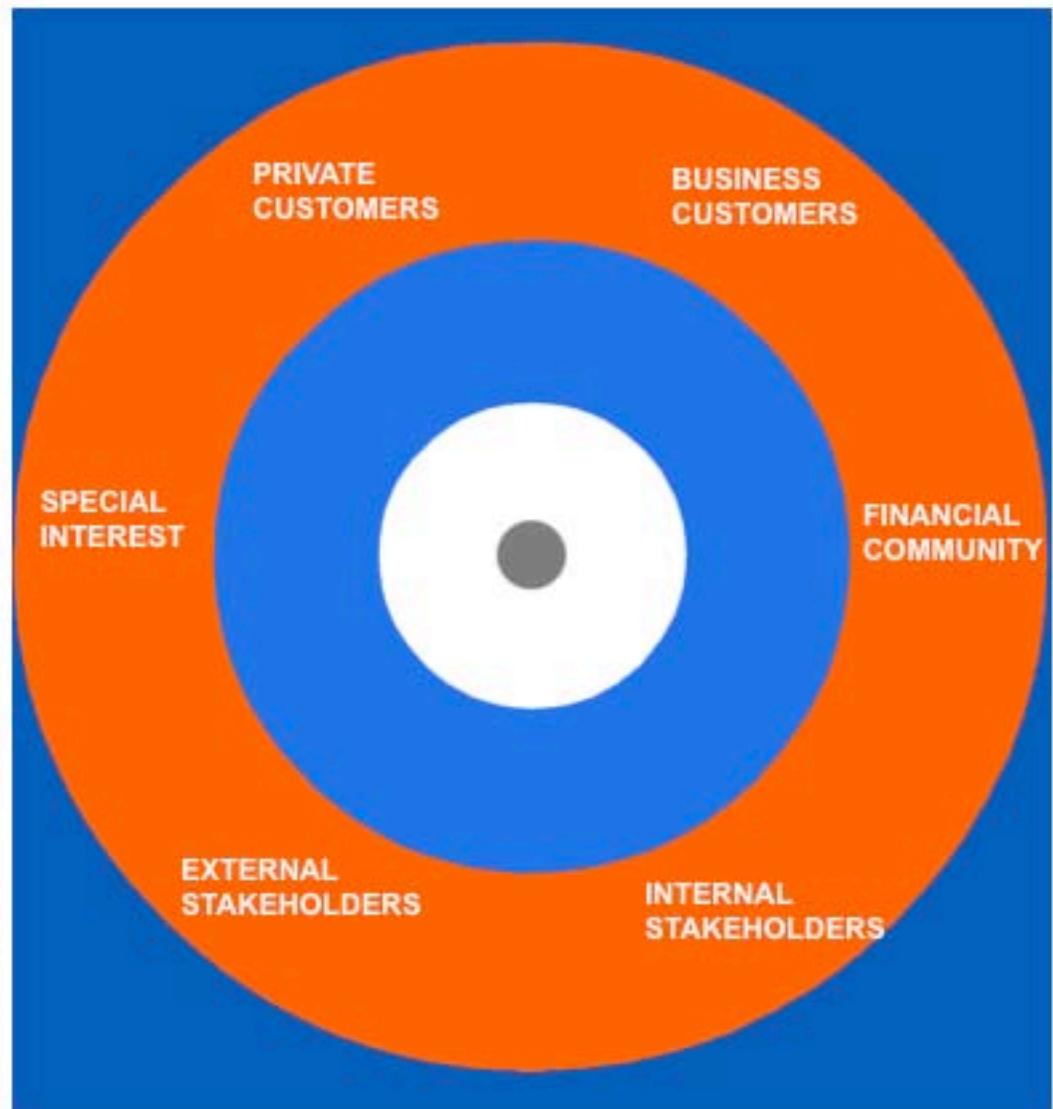
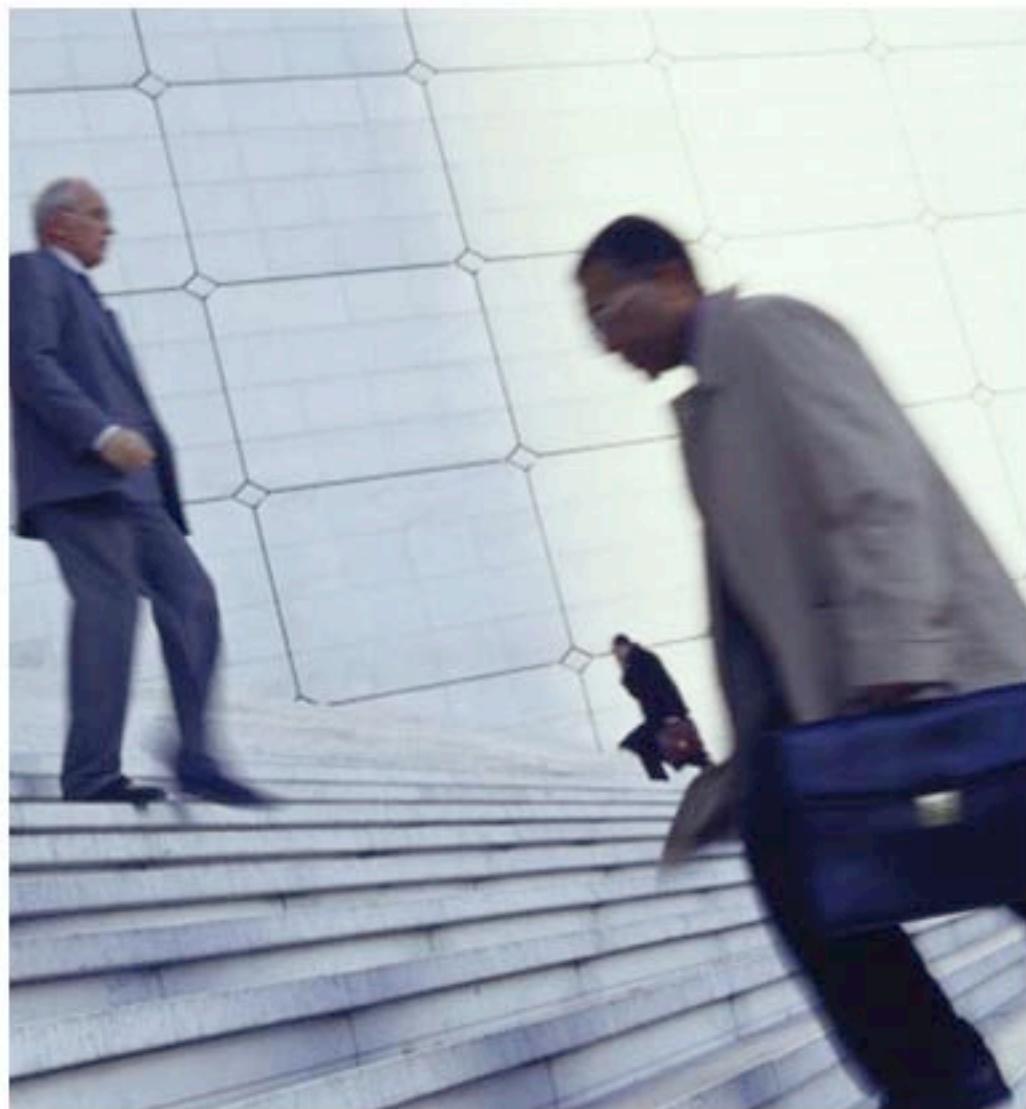
CROSSMEDIA  
PUBLISHING

## Challenges for Allianz Group Digital Corporate Design

- Creation of a highly dynamic framework that is able to evolve with the rapid development of digital media
- Meet the design requirements of a broad range of different input and output devices
- Establish a consistent style of communication over all digital media channels

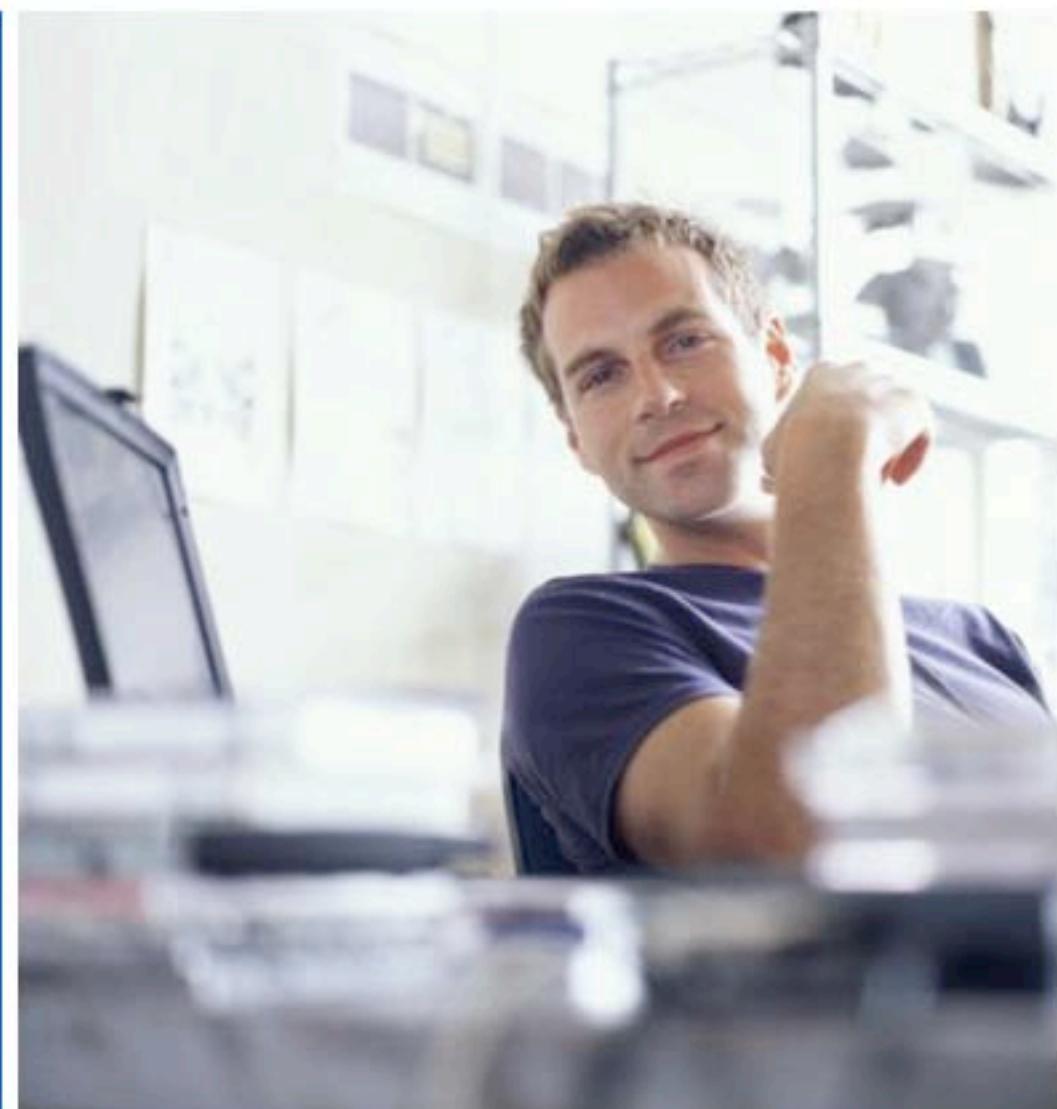


## The Stakeholder Dimension



## Private Customers

- Broad diversity (sociodemographic, psychographic and geographic)
- Digital media (online) used primarily for information gathering
- Convenience and easy access to relevant information is crucial
- Digital media do not completely replace personal contact
- Majority thinks and acts locally



## Business Customers/Self-Employed

- Broad range of occupations  
(from plumber to surgeon)
- Media usage similar to Private  
Customers



## Business Customers/SMEs, Multinationals

- Business sector exerts strong influence on level and mode of media usage
- General overview and standardized/comparable information is crucial
- Digital media do not completely replace personal contact
- Majority thinks and acts globally



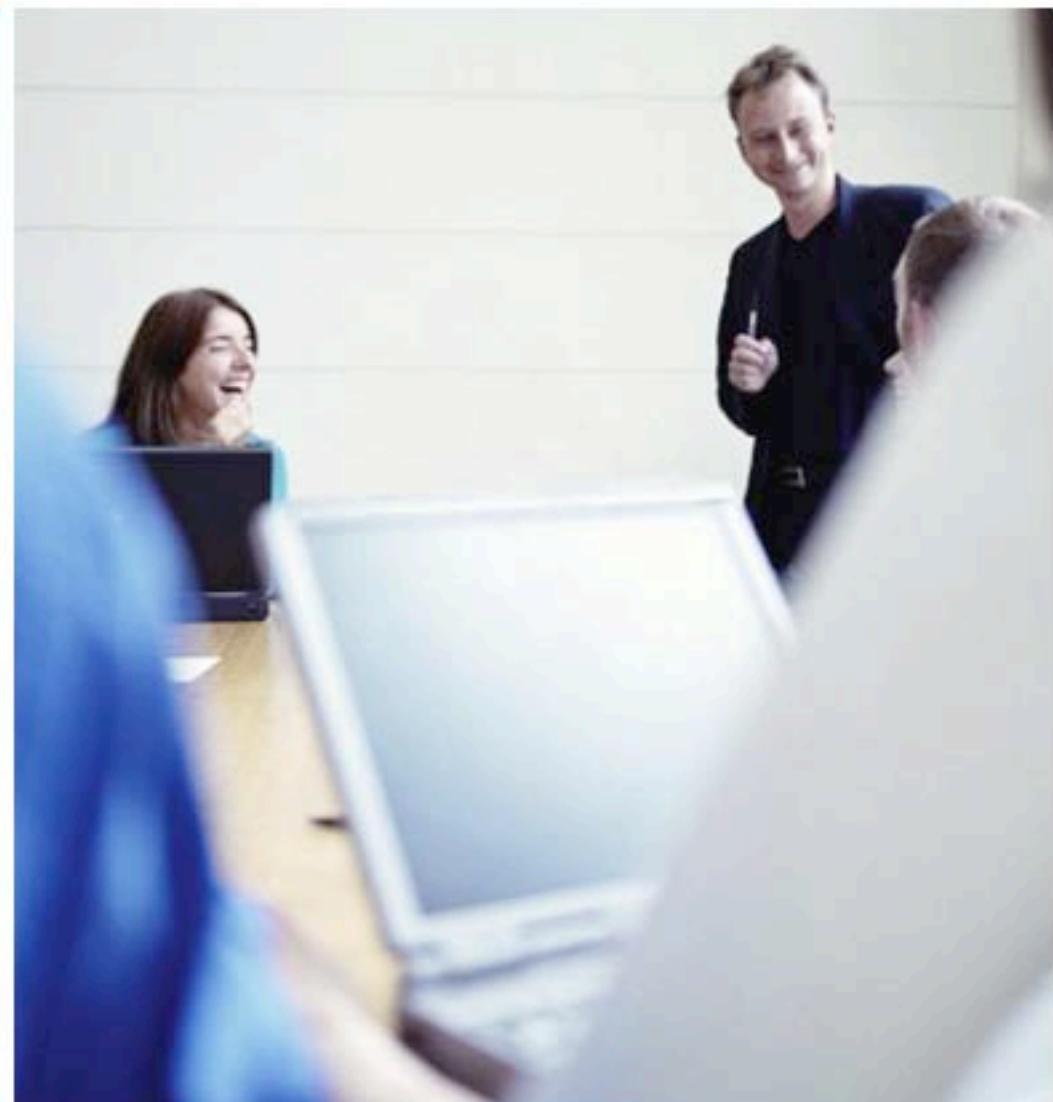
## Financial Community

- Uses a broad range of digital channels and devices
- Digital media used as a primary source for information gathering
- Early adopters of new information technologies
- Uses proprietary digital information systems (e.g. Bloomberg, Reuters)
- Thinks and act globally



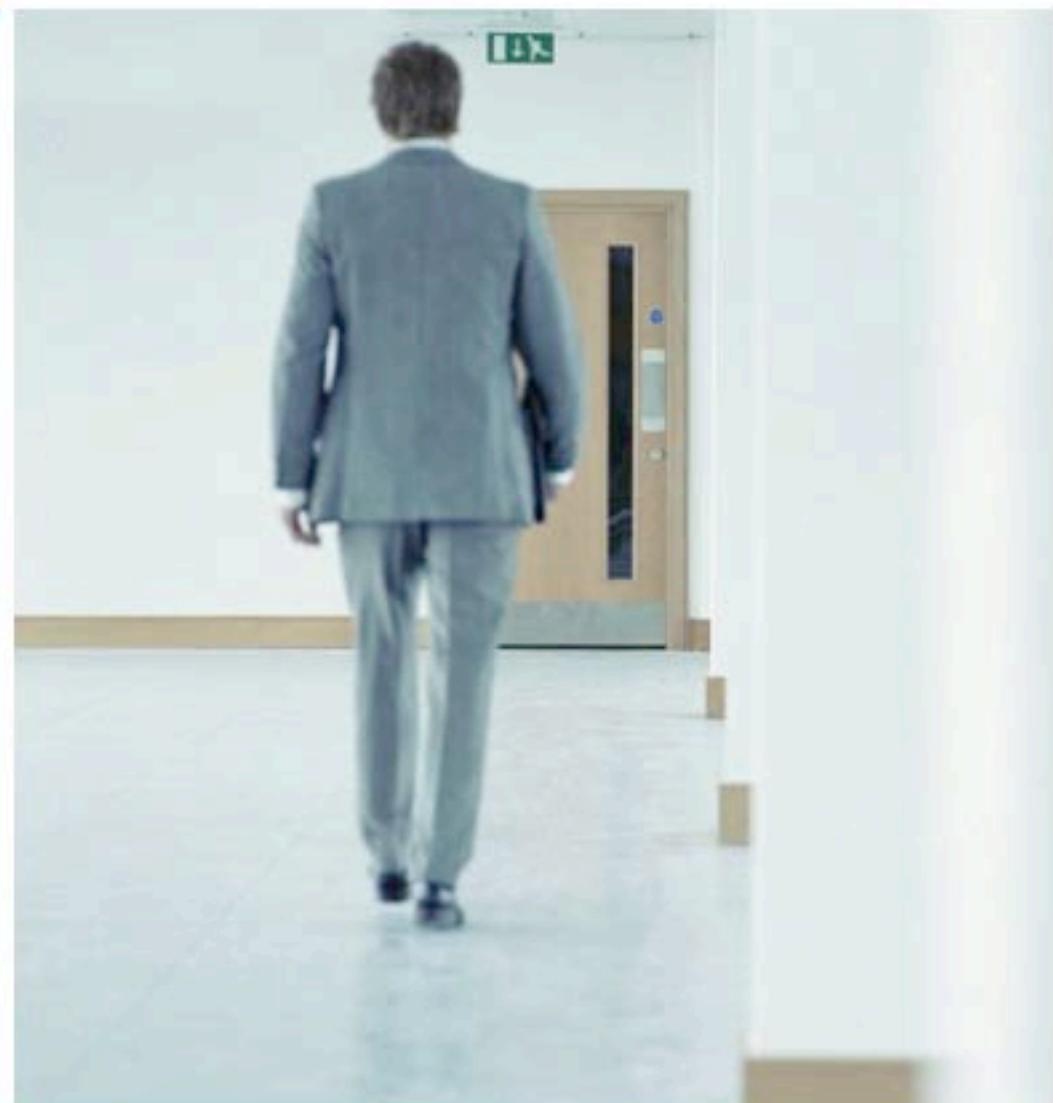
## Internal/Employees

- Digital media (online) used primarily for information gathering
- Convenience and easy access to relevant information is crucial
- Majority thinks and acts locally



## External/Sales Representatives

- Use digital media (online) as a source for general news content
- Still relies on traditional media channels (e.g. telephone, fax)
- Thinks and acts locally



## Addressing the specific needs of all Allianz Group stakeholders

- Different world regions
- From Residential to Multinational
- Broad sociodemographic and psychographic scope
- Different service and product needs
- Different media usage patterns

PRIVATE  
CUSTOMERS

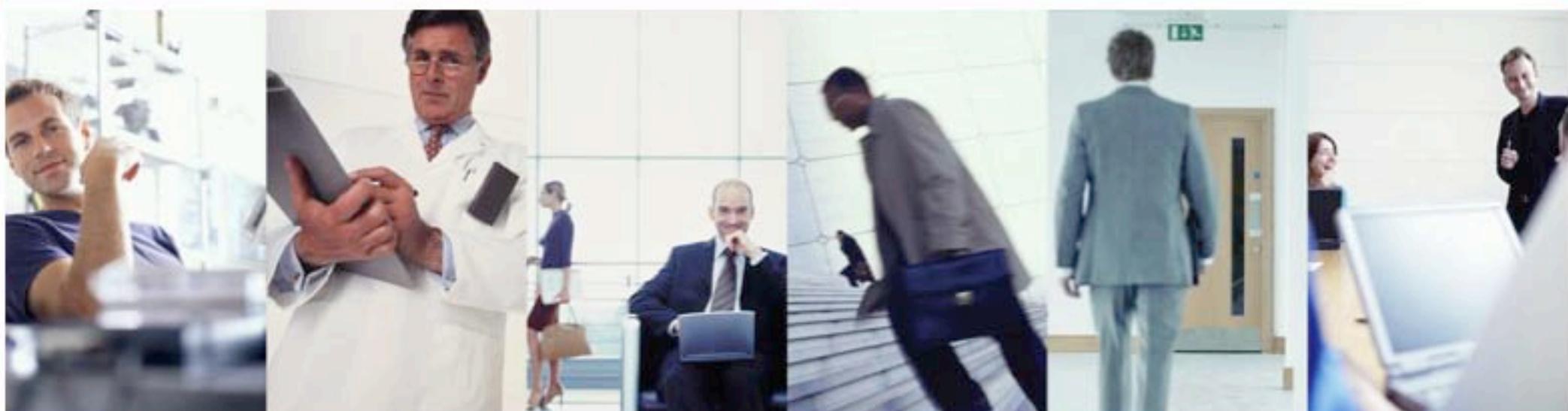
BUSINESS  
CUSTOMERS

FINANCIAL  
COMMUNITY

ALLIANZ GROUP  
INTERNAL

ALLIANZ GROUP  
EXTERNAL

SPECIAL  
INTEREST

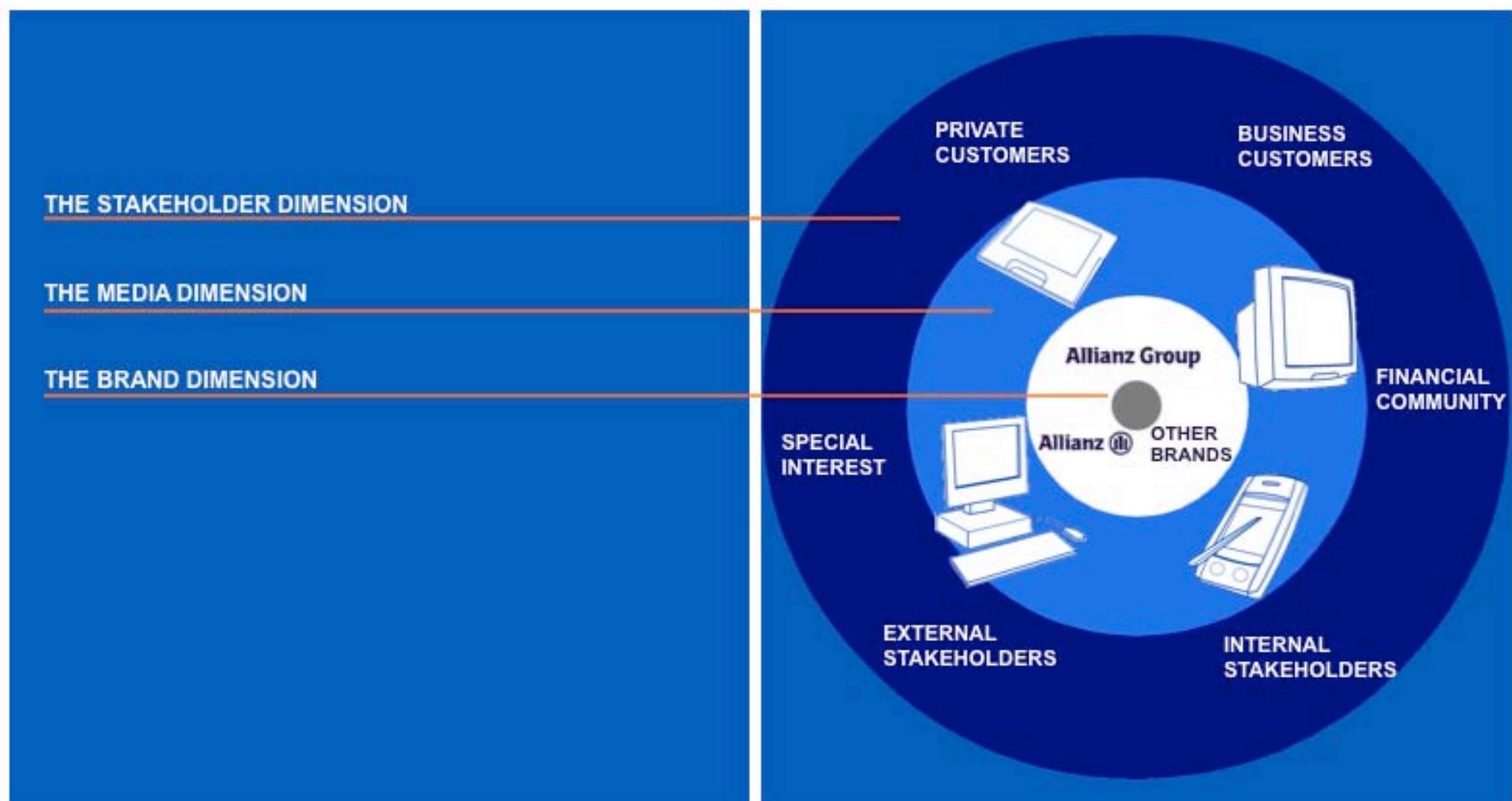


## Challenges for Allianz Group Digital Corporate Design

- Design principles applicable to a broad variety of Stakeholders
- Differentiation between different Stakeholder groups
- Consideration of regional and national requirements
- Support customization and one-to-one communication
- Support of “personal” relationships and interactions

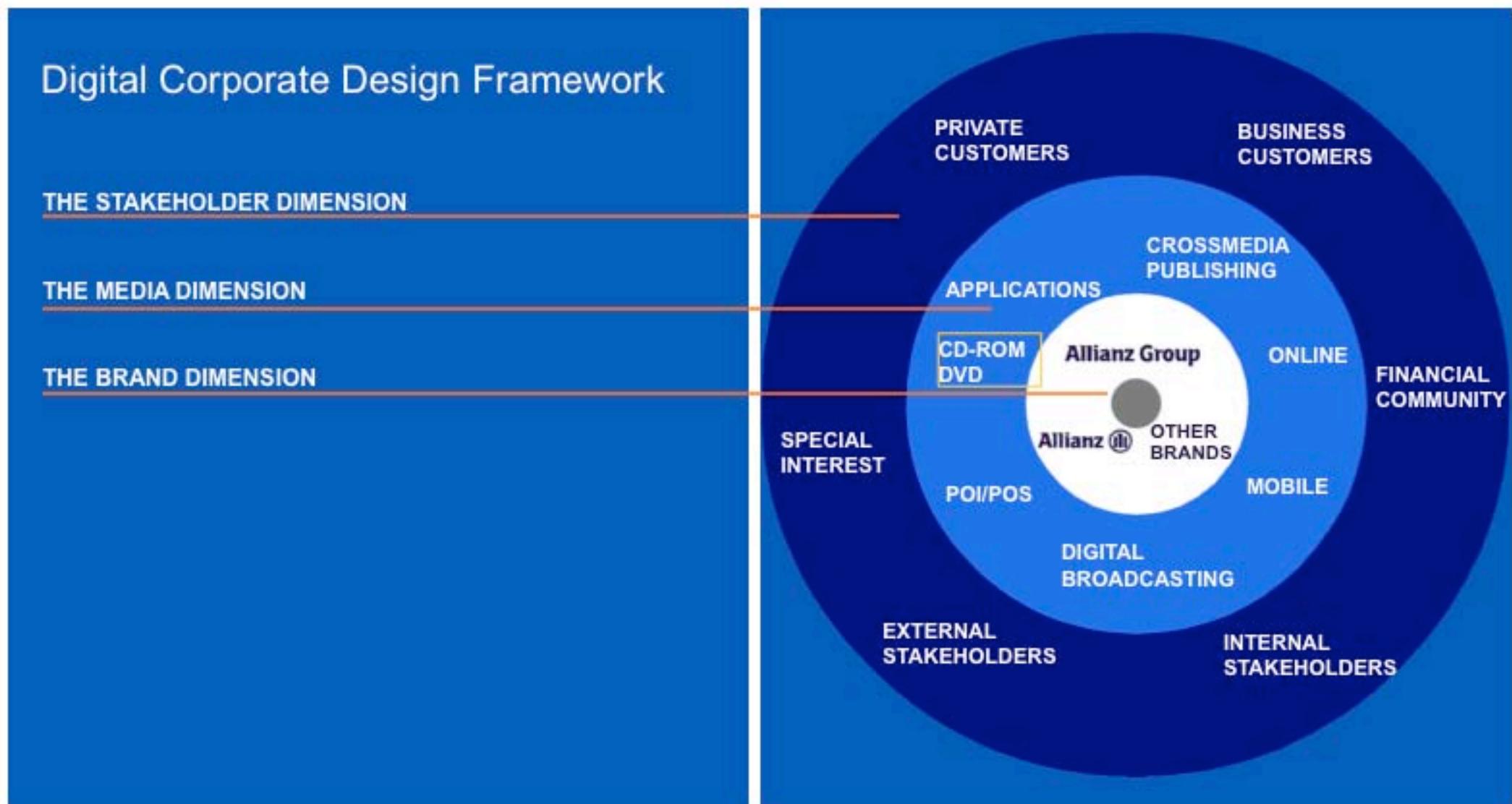


The digital corporate design must consolidate the three key dimensions of the Allianz Group's digital communication.

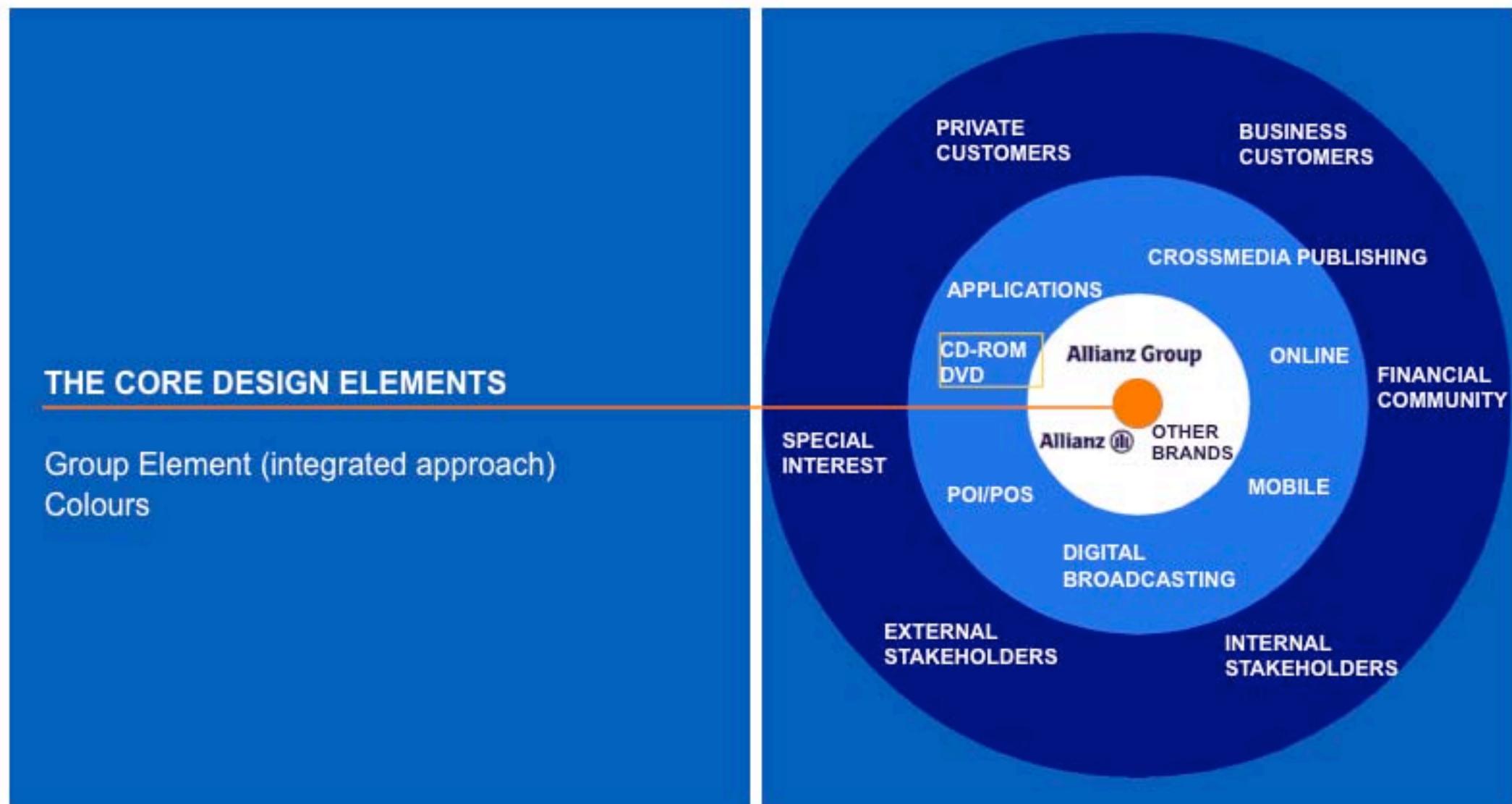


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The structure of the digital corporate design framework is similar to previously presented dimensions



## The core design elements



## The core design elements

### THE CORE DESIGN ELEMENTS

Group Element  
(integrated approach)

Colours

The image displays four screenshots of Allianz Group websites, each featuring a horizontal navigation bar with five categories: VERSICHERUNG, VORSORGE, VERMÖGEN, FINANZEN, and Allianz Group. The background color of the navigation bar shifts from grey to dark blue to teal to green across the different sites, corresponding to the 'Colours' element.

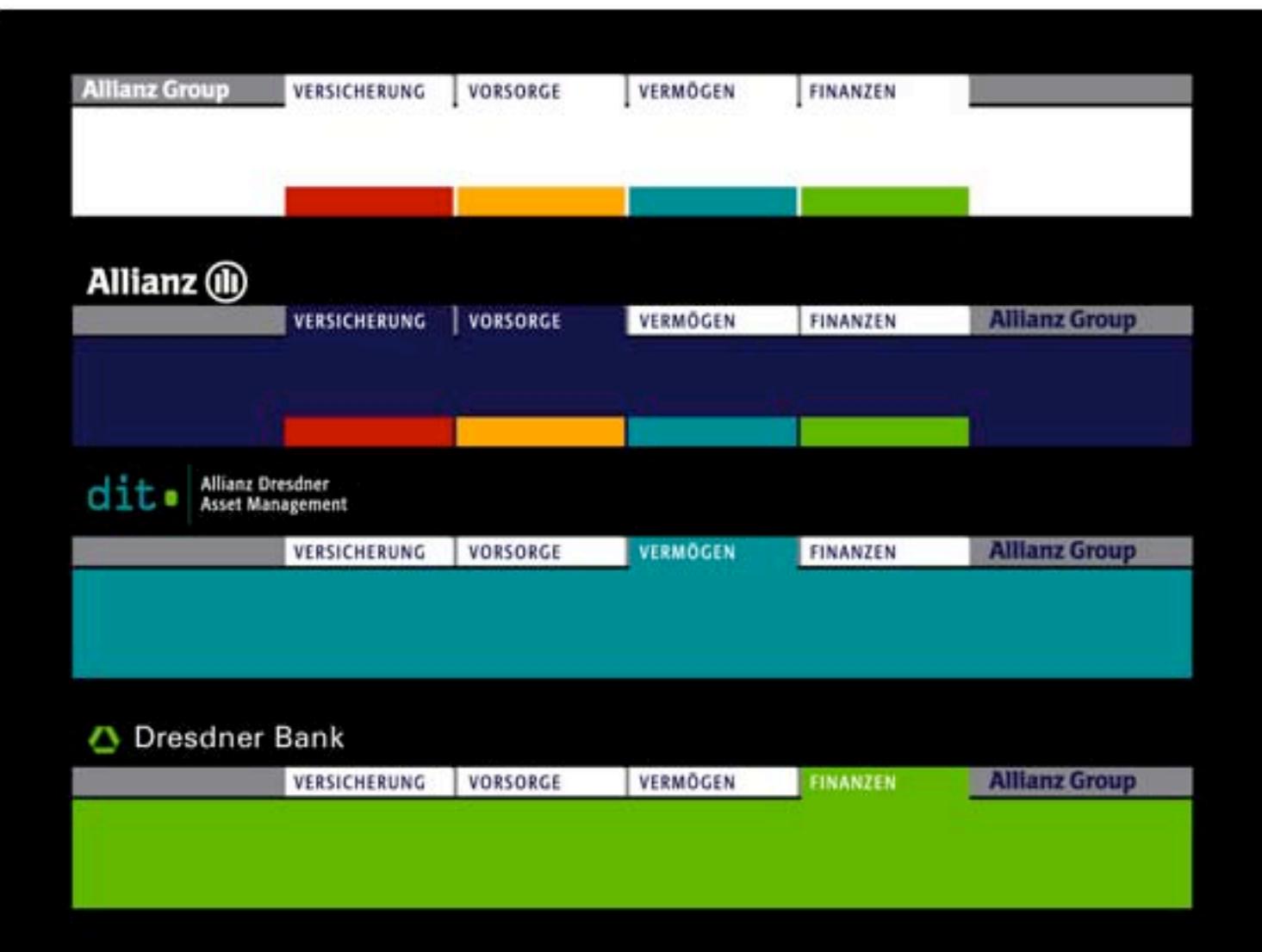
- Allianz Group:** The top navigation bar has a grey background. The Allianz logo is at the top left, followed by the category links.
- Allianz Dresdner Asset Management:** The top navigation bar has a dark blue background. The Allianz logo is at the top left, followed by the category links.
- Dresdner Bank:** The top navigation bar has a teal background. The Dresdner Bank logo is at the top left, followed by the category links.

## The core design elements

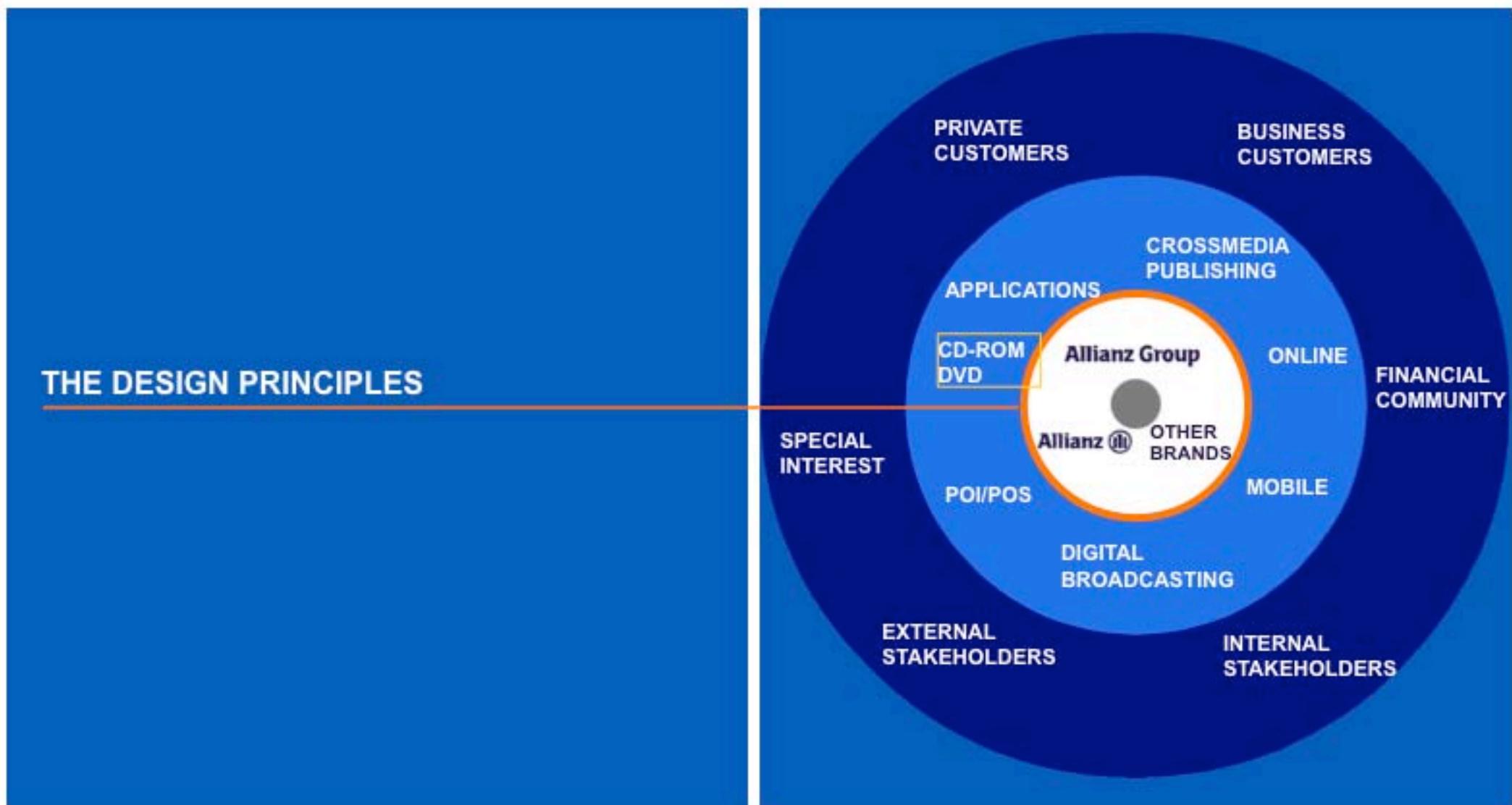
### THE CORE DESIGN ELEMENTS

Group Element  
(integrated approach)

Colours



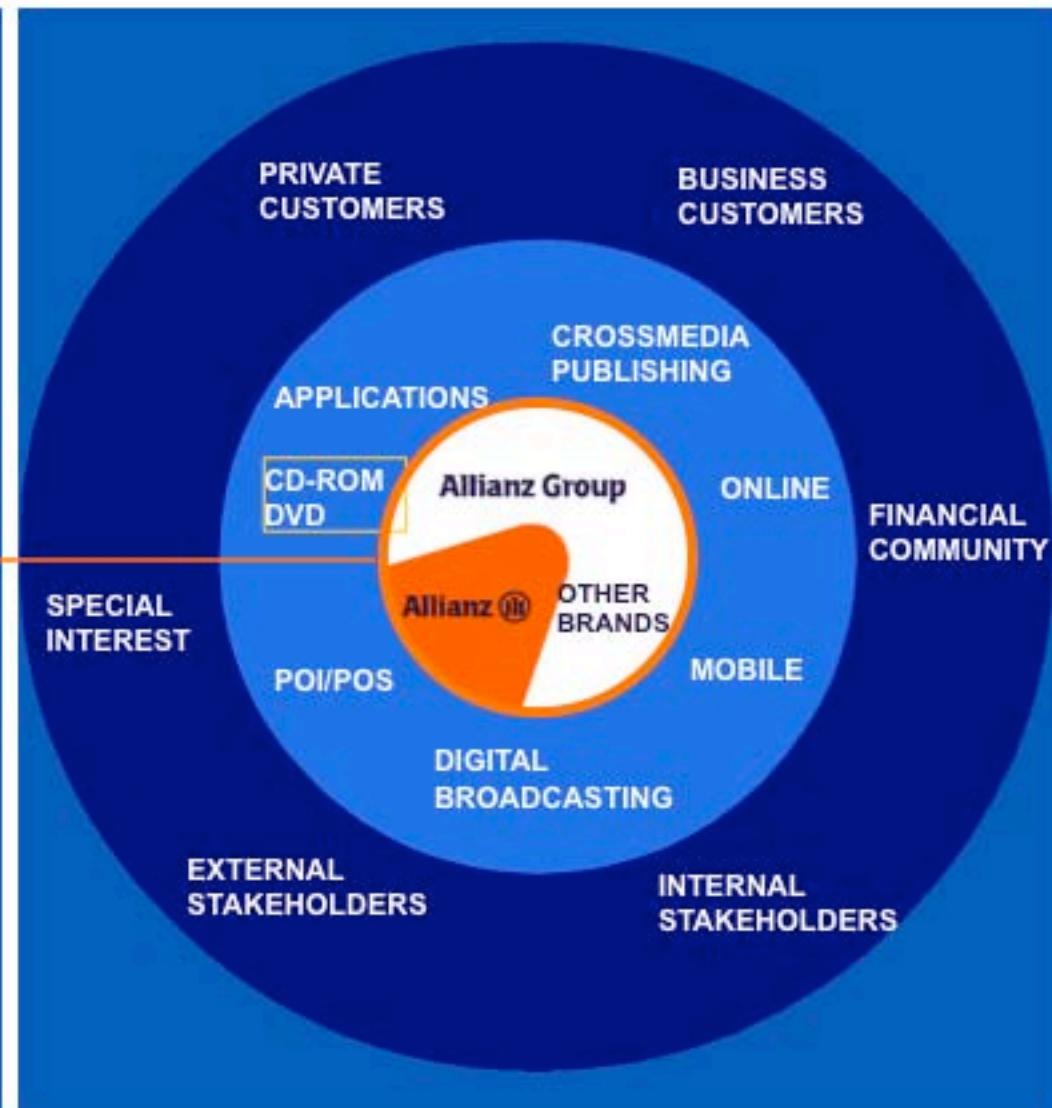
## The design principles



## The design principles

### THE DESIGN PRINCIPLES

- Design Concept
- Consistent Design Elements
  - Logo
  - Colours
  - Visual Language
  - Grid
  - Typography
  - Navigation
  - Animation/Sound



## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

#### Design Concept

Consistent Design Elements

Logo

Colours

Visual Language

Grid

Typography

Navigation

Animation/Sound

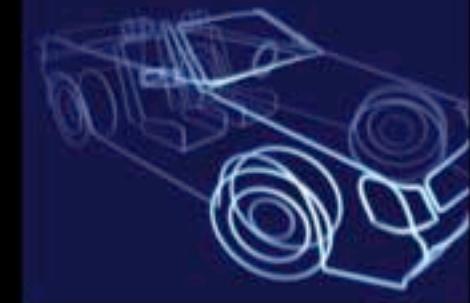
THE DEVICE

Allianz 

PARTNERSHIP OF  
EQUALS



WORLD OF OPTIONS



## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

#### Consistent Design Elements

Logo

Colours

Visual Language

Grid

Typography

Navigation

Animation/Sound

Allianz 

Suisse

Allianz 

Global Risks

Allianz  Cornhill

Allianz Cornhill

Animal Health

Allianz  Dresdner

Asset Management

dit.

Allianz Dresdner  
Asset Management

## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

Consistent Design Elements

Logo

Colours

Visual Language

Grid

Typography

Navigation

Animation/Sound



SUISSE



## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

Consistent Design Elements

Logo

Colours

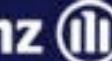
Visual Language

Grid

Typography

Navigation

Animation/Sound

Allianz 

SUISSE

Themenbereich 1

Themenber

Allianz 

GLOBAL RISKS

Themenbereich 1

Themenber

Allianz  Cornhill

Themenbereich 1

Themenber

Allianz Cornhill

ANIMAL HEALTH

Themenbereich 1

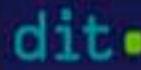
Themenber

Allianz  Dresdner

ASSET MANAGEMENT

Themenbereich 1

Themenber

 ALLIANZ DRESNER  
ASSET MANAGEMENT

Themenbereich 1

Themenbereich 2

Navigation

## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

Consistent Design Elements

Logo

Colours

Visual Language

Grid

Typography

Navigation

Animation/Sound

The image displays five distinct web pages from the Allianz Group, each featuring the Allianz logo and a dark blue header bar with navigation links. The entities shown are:

- Allianz SUISSE**: The header includes "PRIVATKUNDEN", "Themenbereich 1", "Themenbereich 2", and "Navi".
- Allianz GLOBAL RISKS**: The header includes "PRIVATKUNDEN", "Themenbereich 1", "Themenbereich 2", and "Navi".
- Allianz Cornhill**: The header includes "PRIVATKUNDEN", "Themenbereich 1", "Themenbereich 2", and "Navi".
- Allianz Cornhill**: This entry appears again, showing "ANIMAL HEALTH" below the main header, followed by the same navigation structure.
- Allianz Dresdner**: The header includes "PRIVATKUNDEN", "Themenbereich 1", "Themenbereich 2", and "Navi".

Below the fifth page, there is a small watermark or logo for "dit." followed by "ALLIANZ DRESRDNER ASSET MANAGEMENT".

## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

**Consistent Design Elements**

Logo

**Colours**

Visual Language

Grid

Typography

Navigation

Animation/Sound



#### TARGETGROUPS

PRIVATE CUSTOMERS

BUSINESS CUSTOMERS

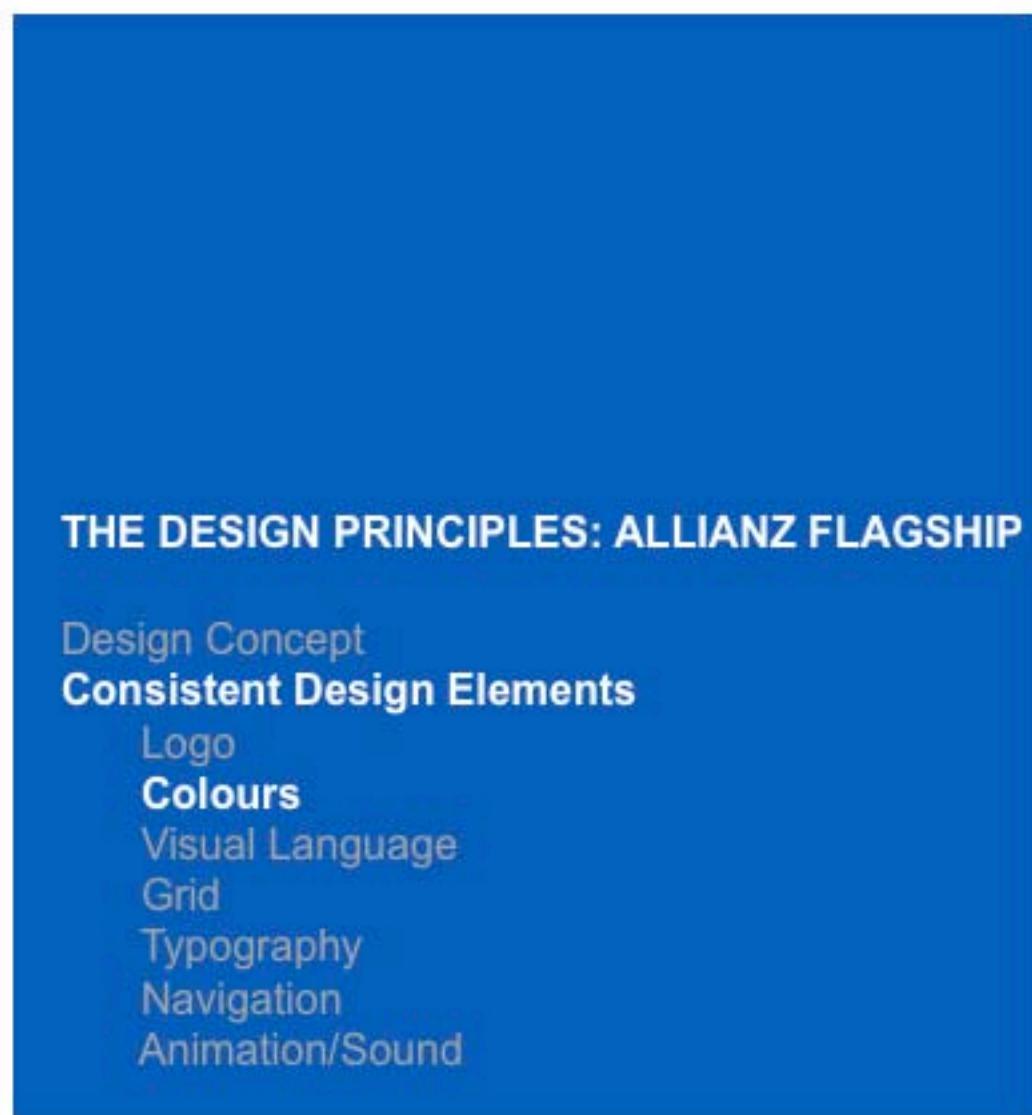
FINANCIAL COMMUNITY

SPECIAL INTEREST

INTERNAL

EXTERNAL

## The design principles: Allianz Flagship



## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

**Consistent Design Elements**

Logo

Colours

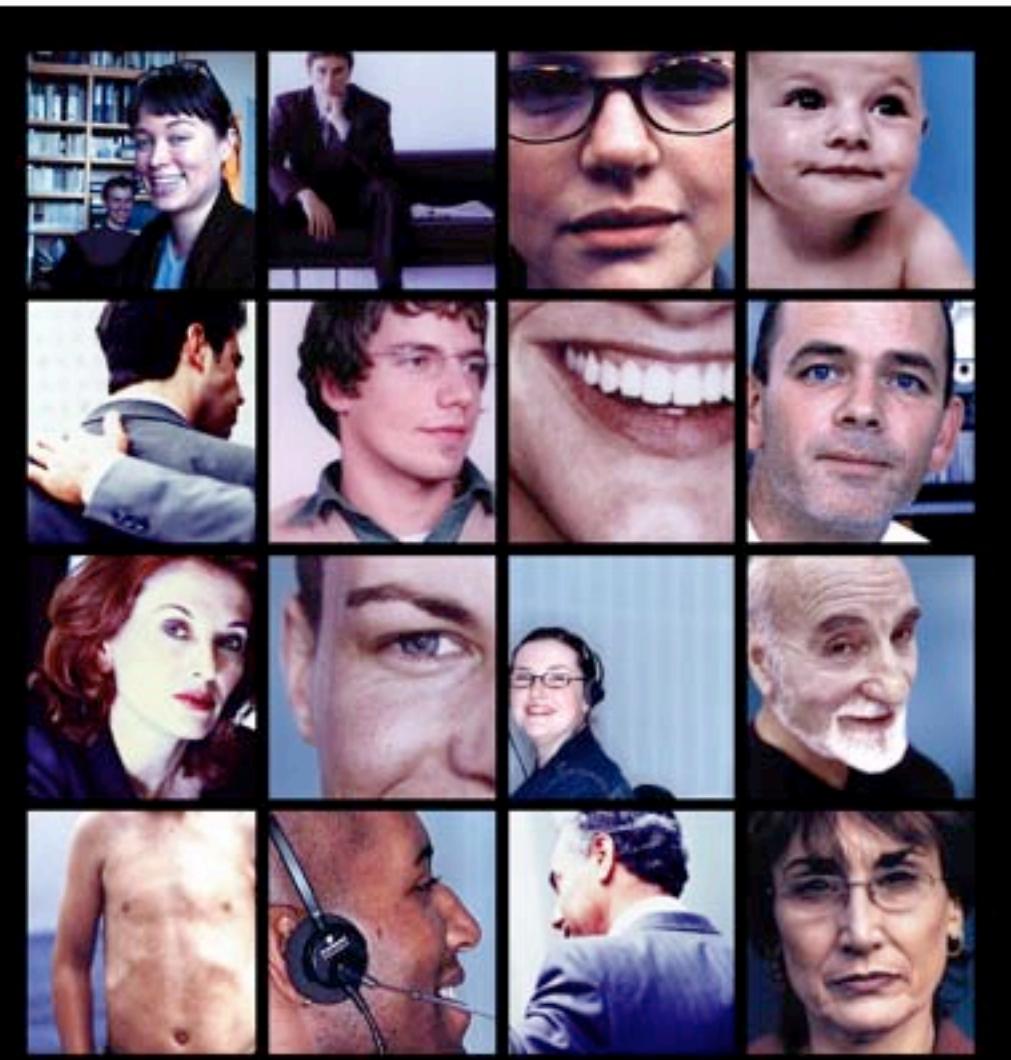
**Visual Language**

Grid

Typography

Navigation

Animation/Sound



## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

**Consistent Design Elements**

Logo

Colours

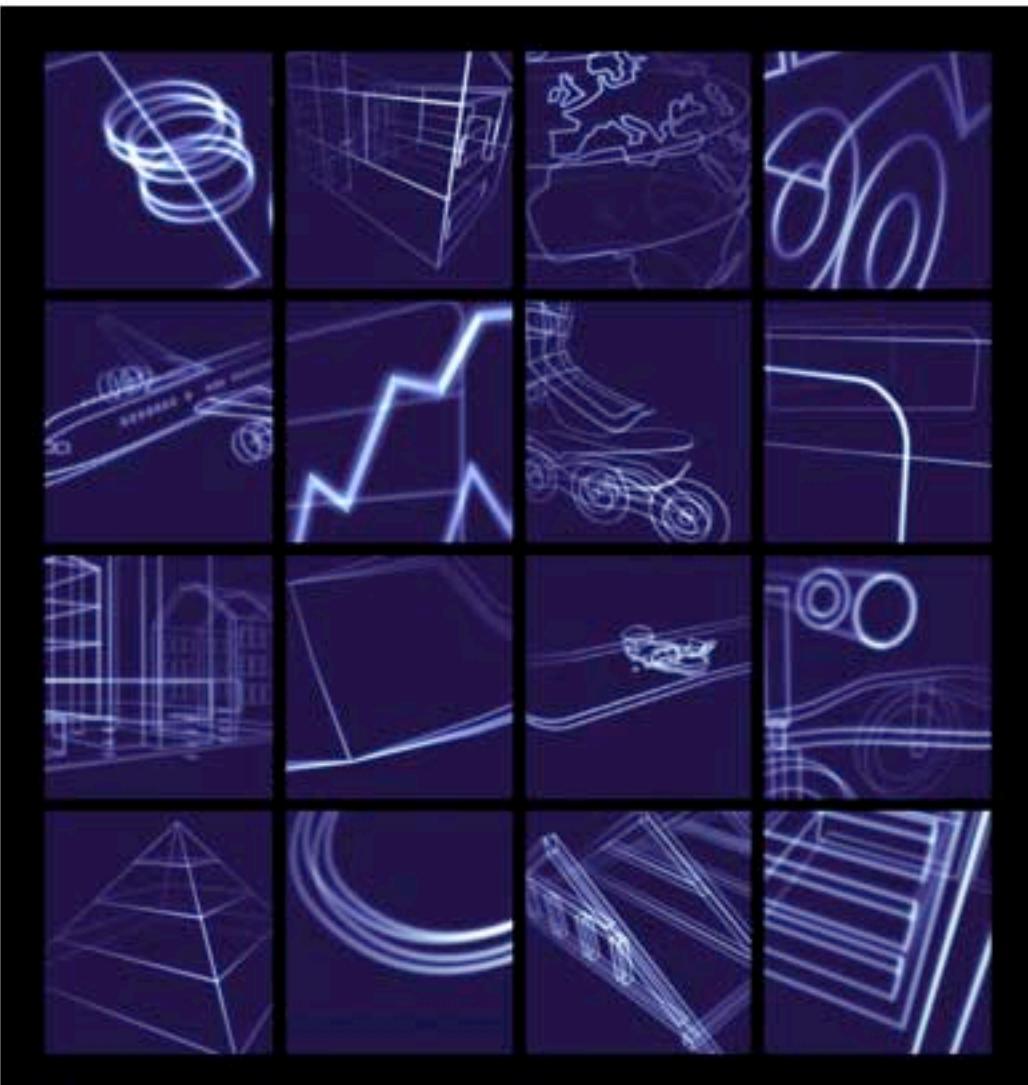
**Visual Language**

Grid

Typography

Navigation

Animation/Sound



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Design Concept

**Consistent Design Elements**

Logo

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**Visual Language**

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Design Concept

#### Consistent Design Elements

Logo

Colours

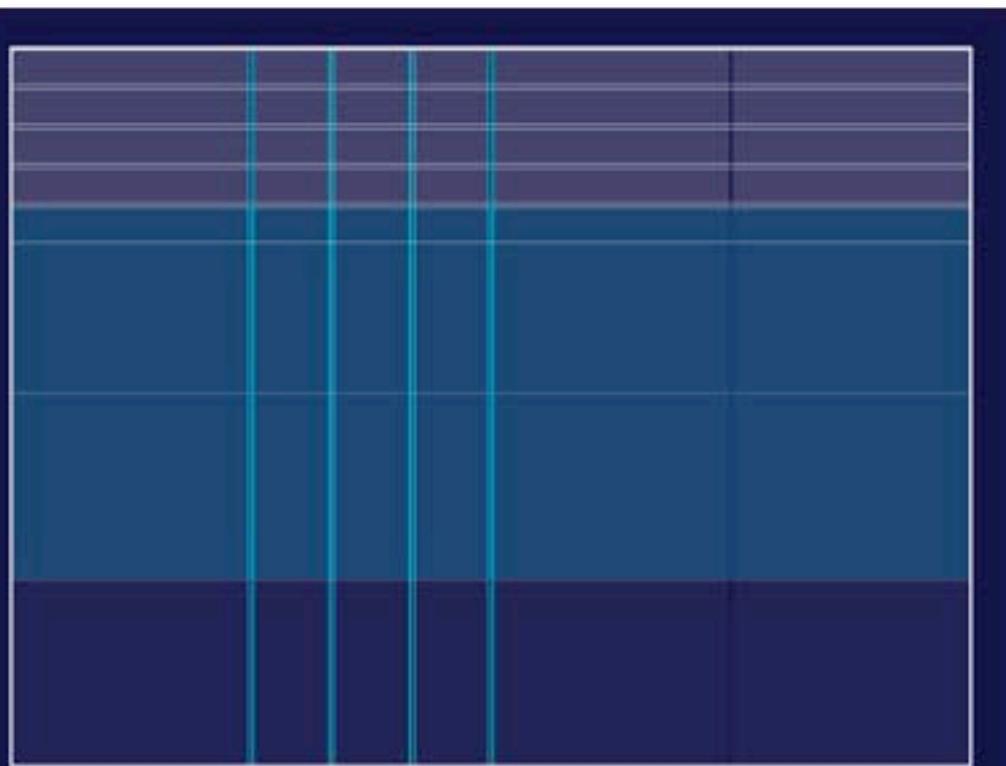
Visual Language

#### Grid

Typography

Navigation

Animation/Sound



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Design Concept

#### Consistent Design Elements

Logo

Colours

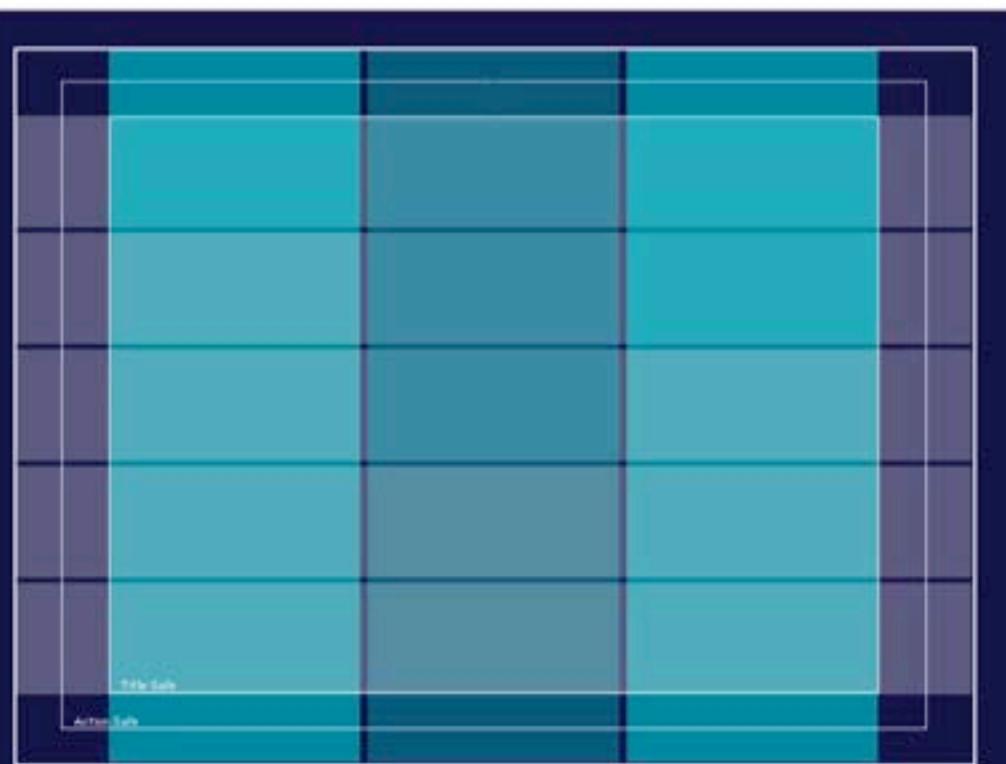
Visual Language

#### Grid

Typography

Navigation

Animation/Sound



## The design principles: Allianz Flagship

### THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP

Design Concept

**Consistent Design Elements**

Logo

Colours

Visual Language

Grid

**Typography**

Navigation

Animation/Sound

Verdana

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Formata e

## The design principles: Allianz Flagship

**THE DESIGN PRINCIPLES: ALLIANZ FLAGSHIP**

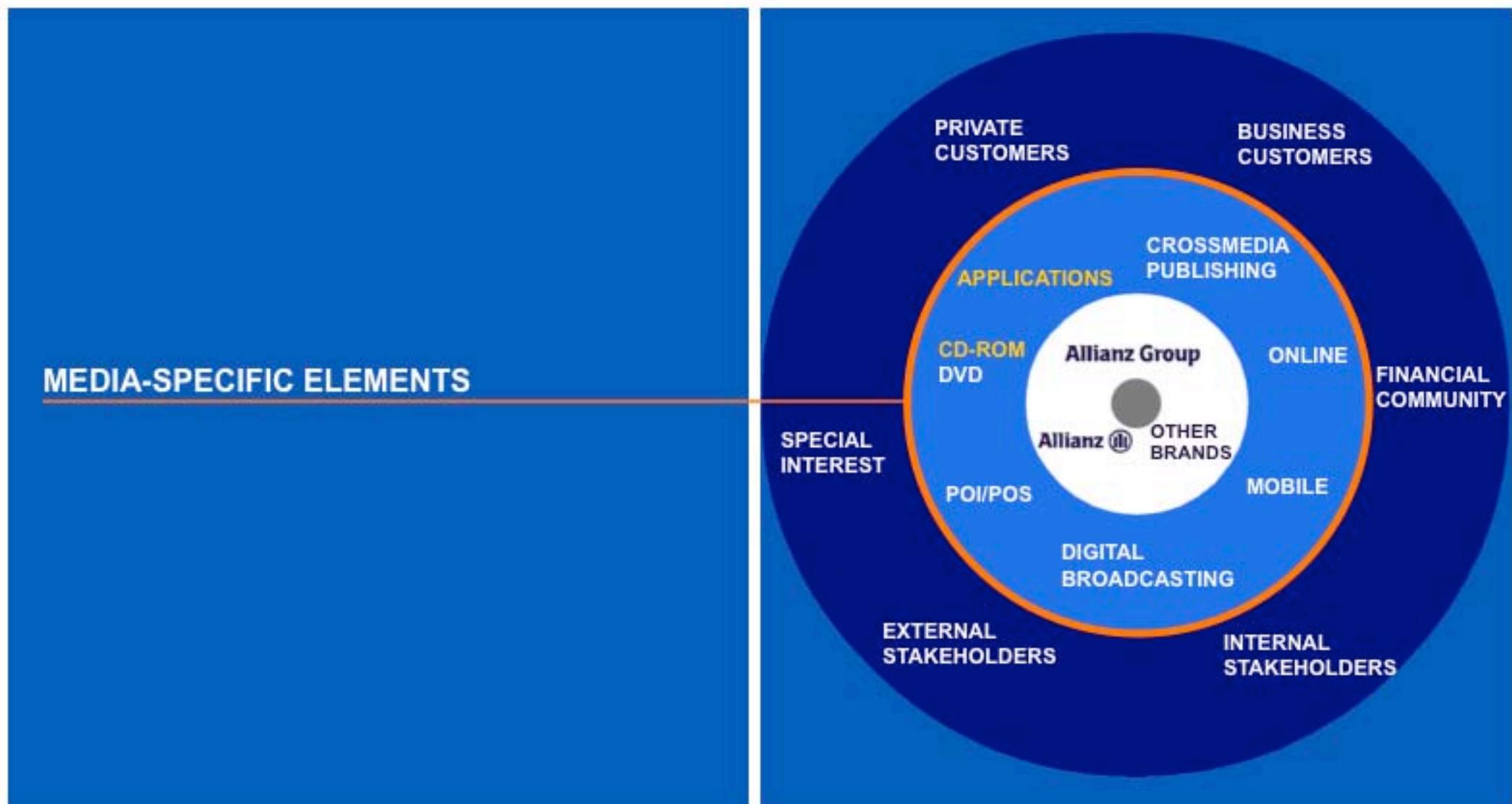
**Design Concept**

**Consistent Design Elements**

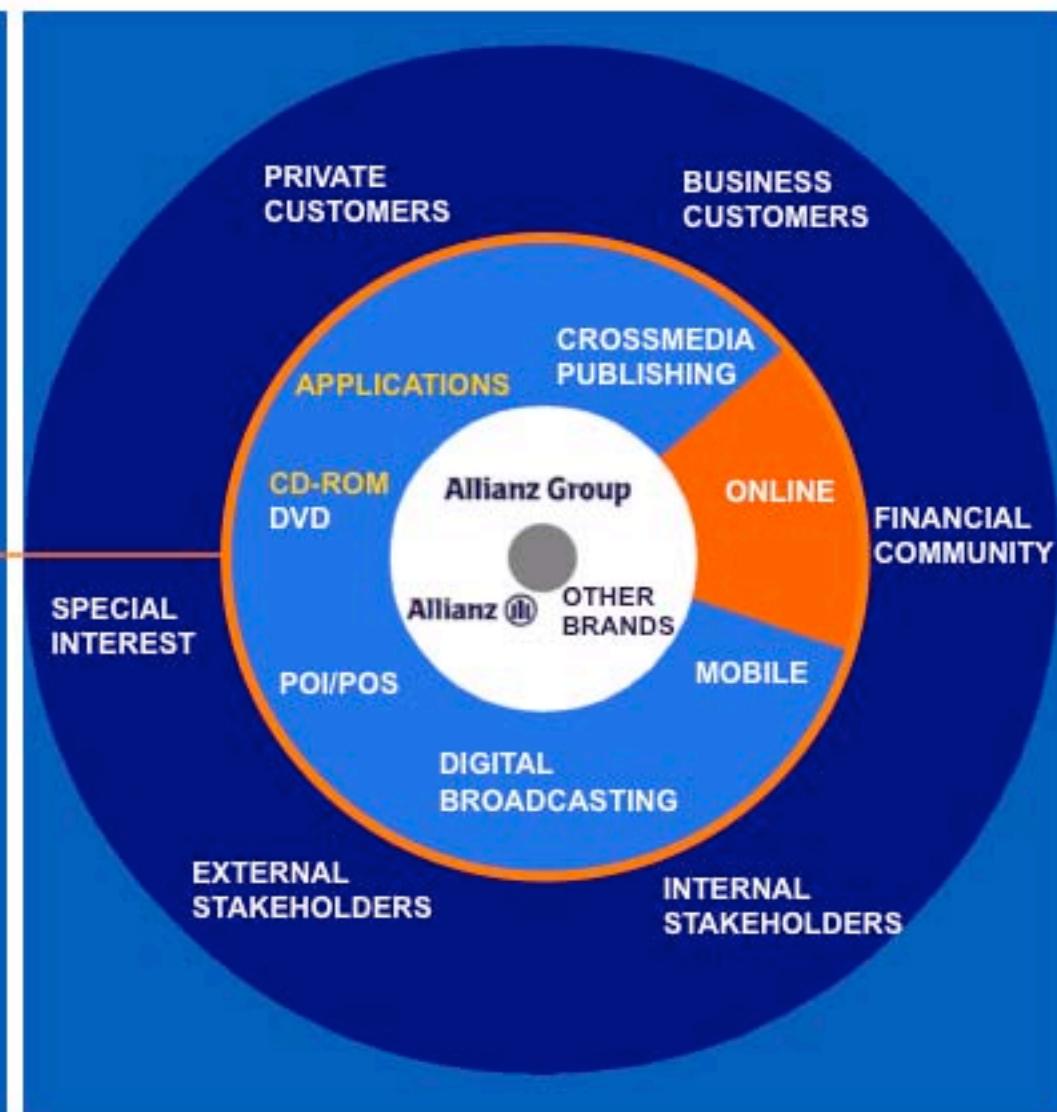
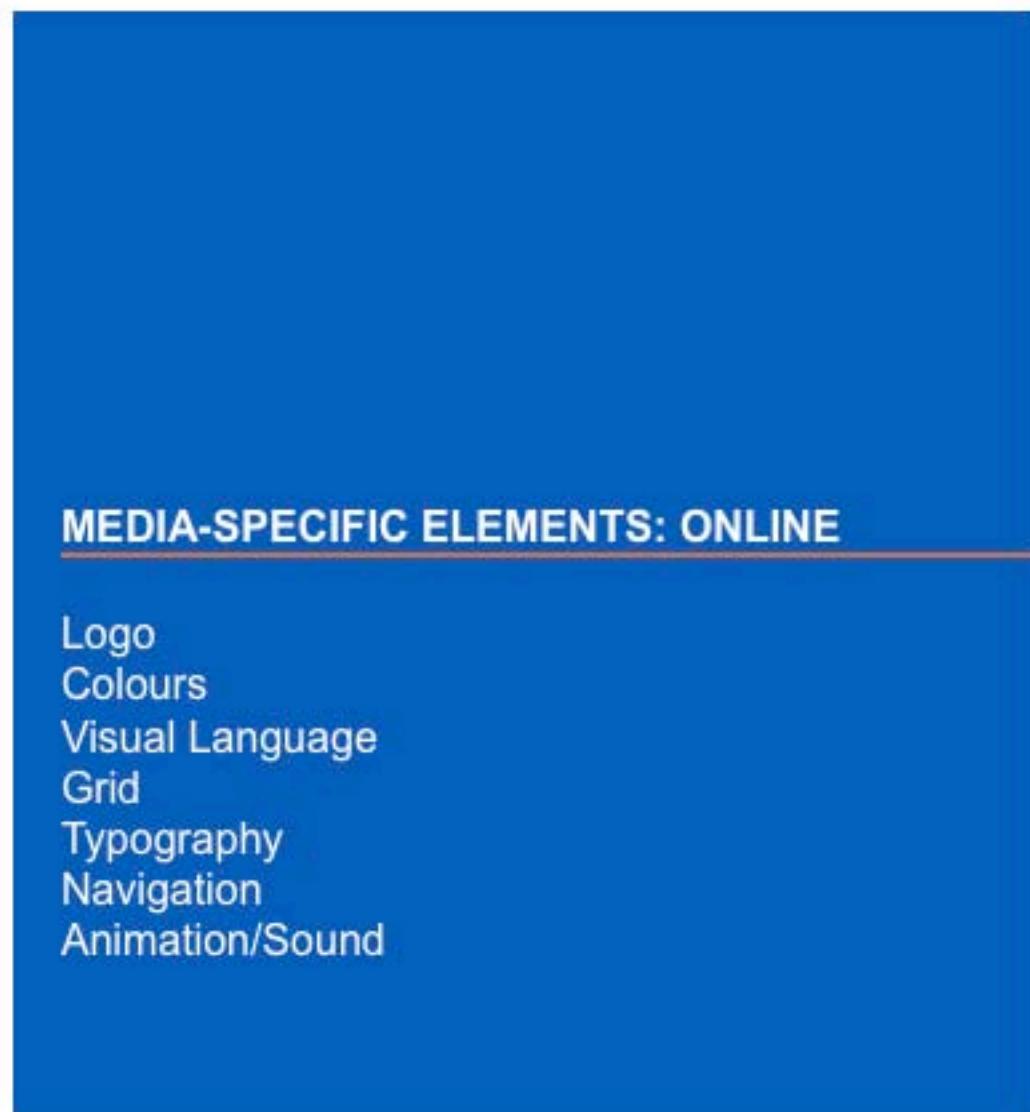
- Logo
- Colours
- Visual Language
- Grid
- Typography
- Navigation**
- Animation/Sound

The screenshot displays a dark-themed user interface for the Allianz Group. At the top, there is a horizontal navigation bar with four main categories: VERSICHERUNG, VORSORGE, VERMÖGEN, and FINANZEN. To the right of these categories is the "Allianz Group" logo. Below this, the main content area features a large blue header with the "Allianz" logo. Underneath the header, there is a navigation menu with several items: Themenbereich 1, Themenbereich 2, Navigationspunkt, Struktur, and Inhalt. A dropdown menu is open under "Themenbereich 1", showing a list of items: Content 1.1, Content 1.2, Content 1.3, Content 1.4, Content 1.4.1, and Content 1.4.2. To the right of the main content area, there are two vertical sidebar menus. The left sidebar menu includes sections for Dialog, Allianz Fachmann, and Quickfinder, with a "Go!" button at the bottom. The right sidebar menu includes sections for SCHÄDENHELDUNG, ONLINE-BERECHNUNG, SERVICES, and a list of services: First Service, Servicefor Everyone, Further Service best, Service super special, Service Two, and Further Service. At the bottom right, there is a white box containing a list of links: Übersicht, Allianz Online Service: Ihre Verträge & Konten, Wertentwicklung: Allianz Fonds im Chart, Kursmonitor: News & Kurse, and Baufinanz-Analyse: Die Finanzierungstypen.

## Media-specific elements



## Media-specific elements: Online



## Media-specific elements: Online

### MEDIA-SPECIFIC ELEMENTS: ONLINE

Logo

Colours

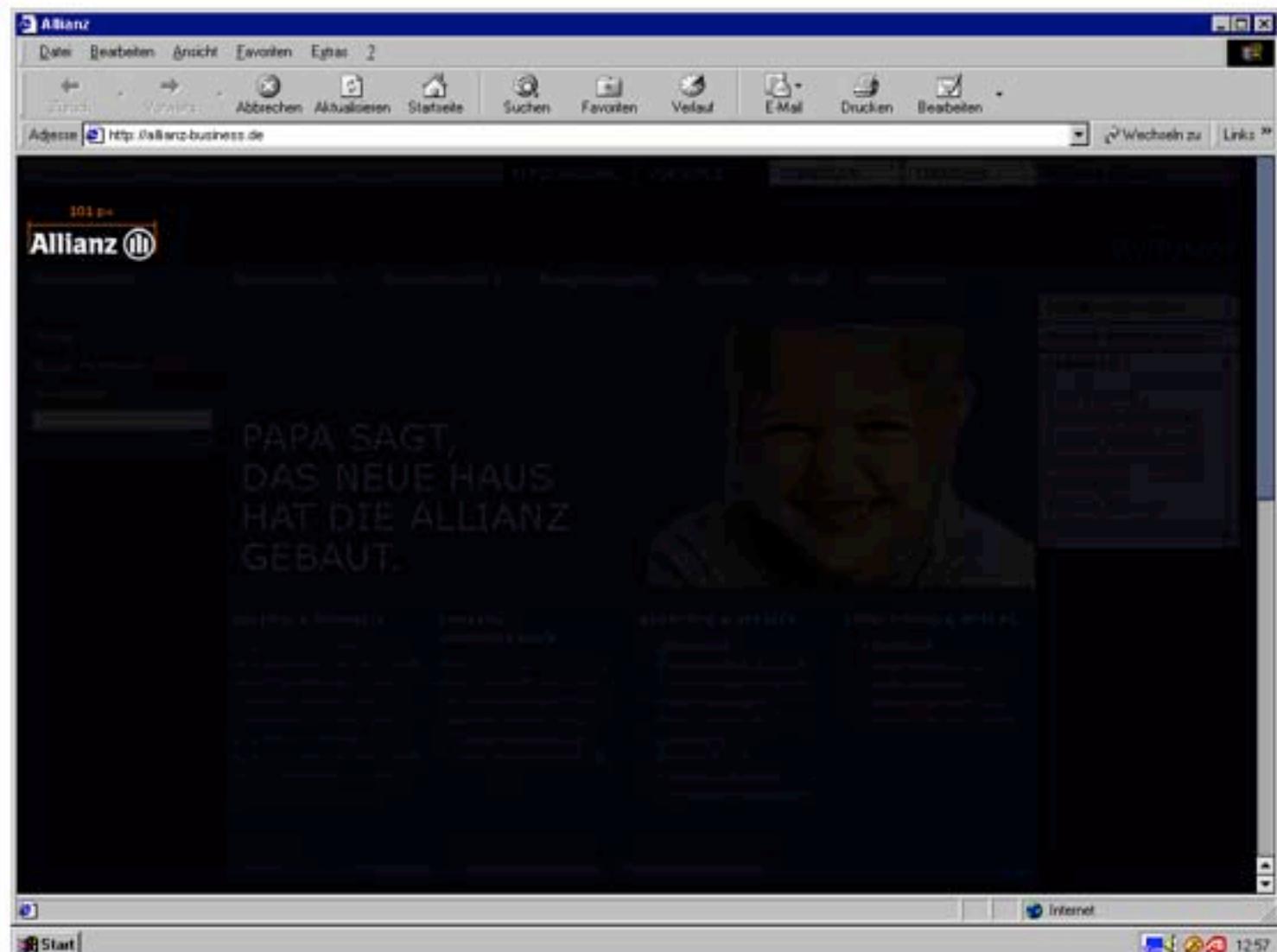
Visual Language

Grid

Typography

Navigation

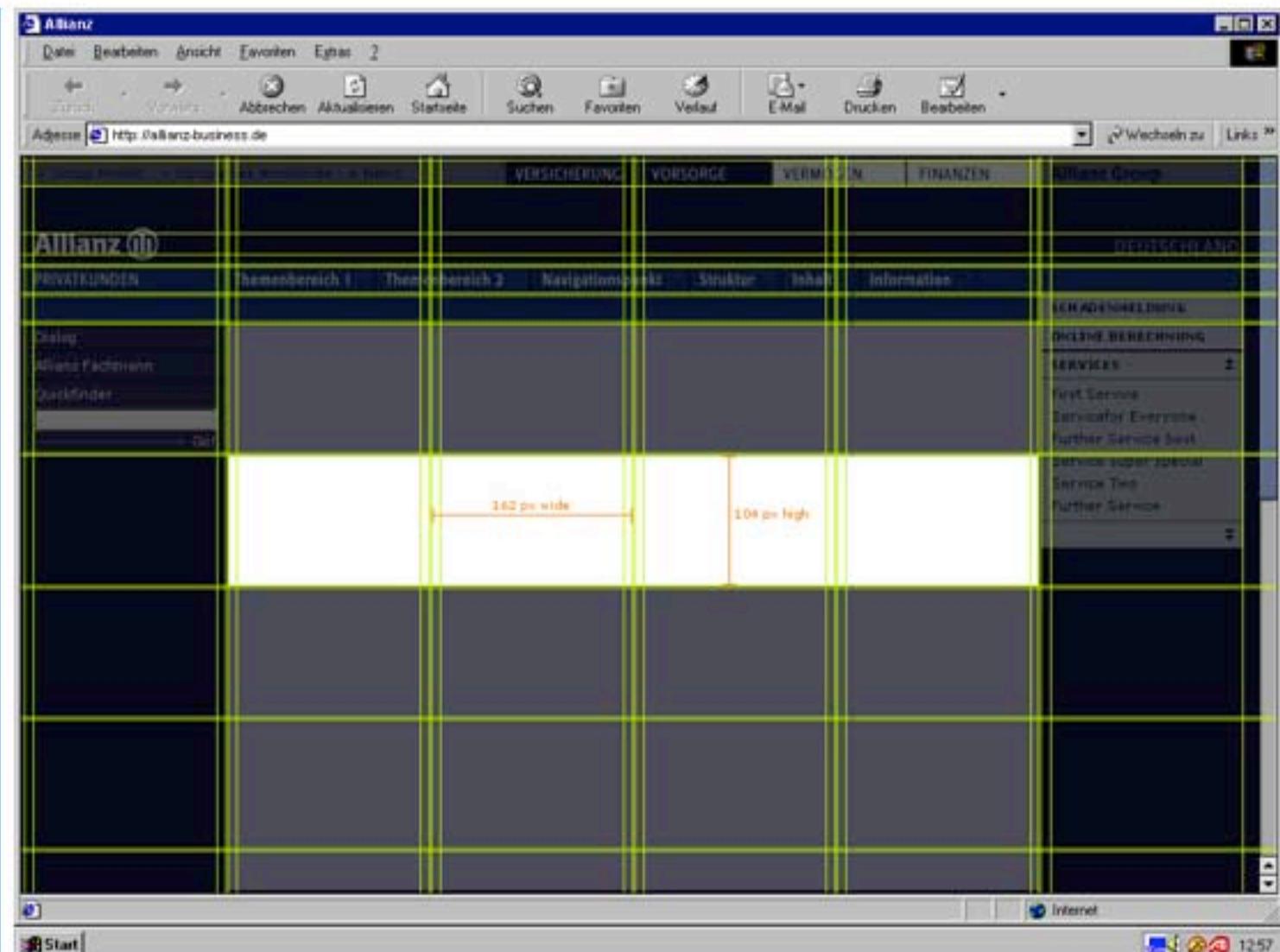
Animation/Sound



## Media-specific elements: Online

### MEDIA-SPECIFIC ELEMENTS: ONLINE

- Logo
- Colours
- Visual Language
- Grid**
- Typography
- Navigation
- Animation/Sound



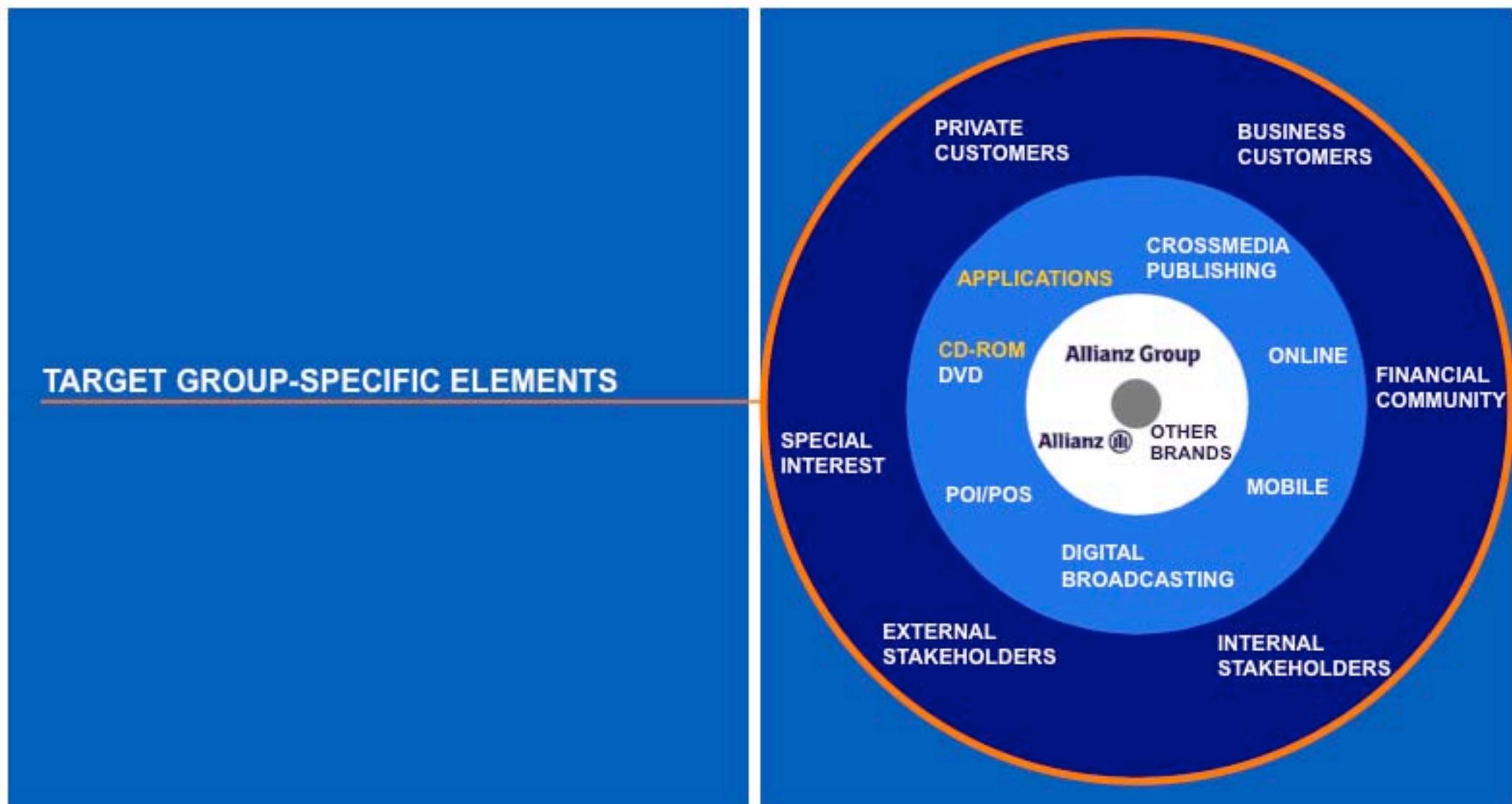
## Media-specific elements: Online

The screenshot shows a Windows desktop environment with a Microsoft Internet Explorer browser window open. The browser title bar reads "Allianz". The menu bar includes "Datei", "Bearbeiten", "Ansicht", "Favoriten", "Einst.", and "Hilfe". The toolbar contains icons for Back, Forward, Stop, Refresh, Home, Search, Favorites, History, E-Mail, Print, and Edit. The address bar shows the URL "http://Allianz-business.de". The main content area displays the Allianz logo and a large red banner with the letters "abcde" in white. Below the banner, the text "VERDANA 30 px" is displayed. A white box contains the text: "Das ist ein Blindtext und steht an Stelle des tatsächlichen Textes. Kisueheli neumix doc barcmope in rewitz gofella. The quick brown fox jumps over the dog. Zwei Boxkämpfer jagen VERDANA BOLD 13PX, CAPITAL LETTERS, HEX # 00 00 00 Und steht an Stelle des tatsächlichen Textes. Kisueheli neumix doc barcmope in rewitz gofella. The quick brown fox jumps over the dog. Zwei Boxkämpfer jagen Eva durch Sylt. Portez ce vieux Whiskey blond qui fume une pipe, smorebröd en ysjes natuurlijk very long. Das ist ein Blindtext und steht an Stelle des tatsächlichen Textes." At the bottom of the browser window, the status bar shows "Start" and "Internet", along with system icons and the number "1257".

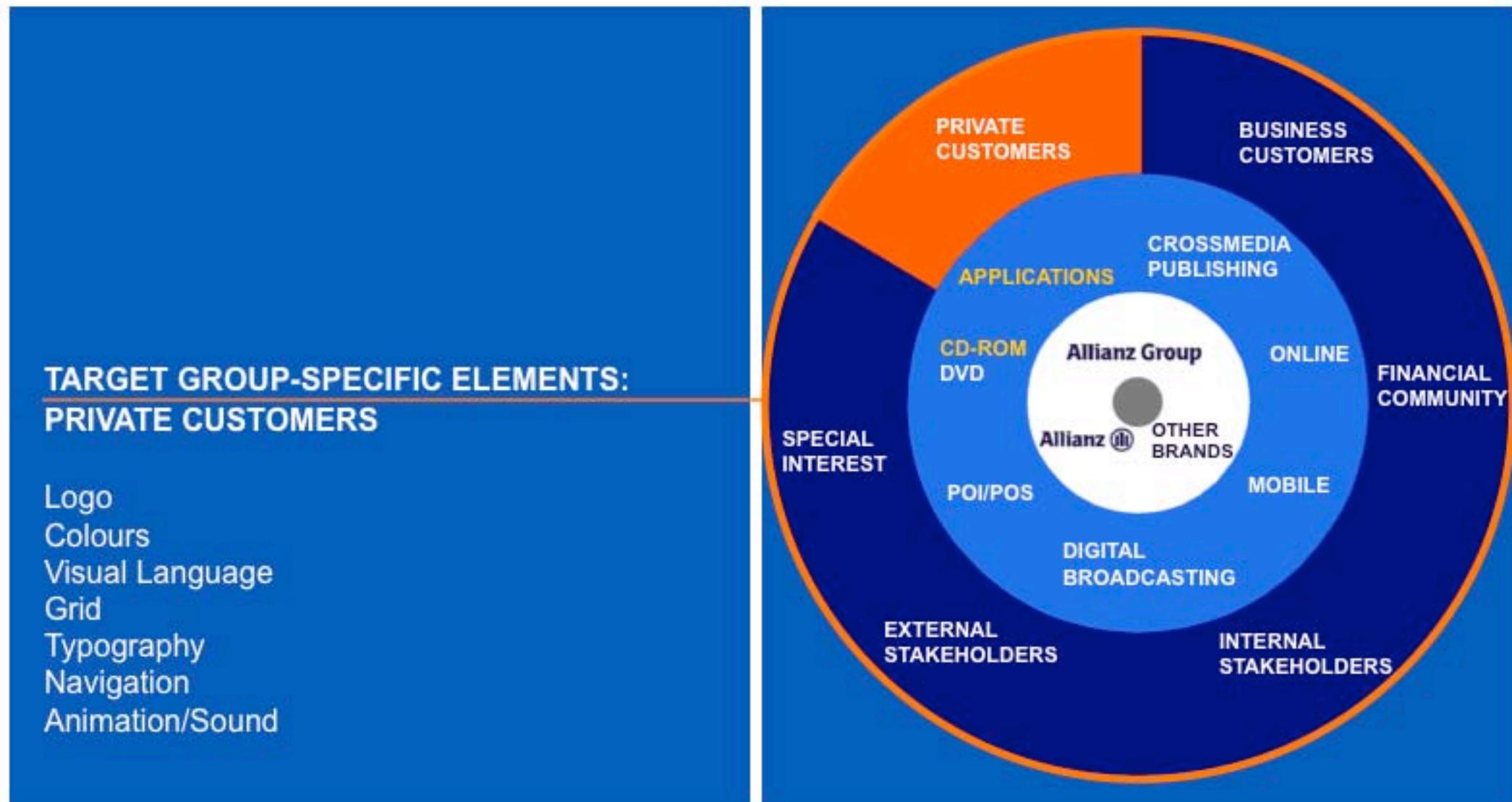
MEDIA-SPECIFIC ELEMENTS: ONLINE

- Logo
- Colours
- Visual Language
- Grid
- Typography**
- Navigation
- Animation/Sound

## Target group-specific elements



## Target group-specific elements: Private Customers



## Target group-specific elements: Private Customers

### TARGET GROUP-SPECIFIC ELEMENTS: PRIVATE CUSTOMERS

Logo

Colours

Visual Language

Grid

Typography

Navigation

Animation/Sound



#### TARGETGROUPS

PRIVATE CUSTOMERS

#### BUSINESS FIELDS

PROTECTION

PROVISION

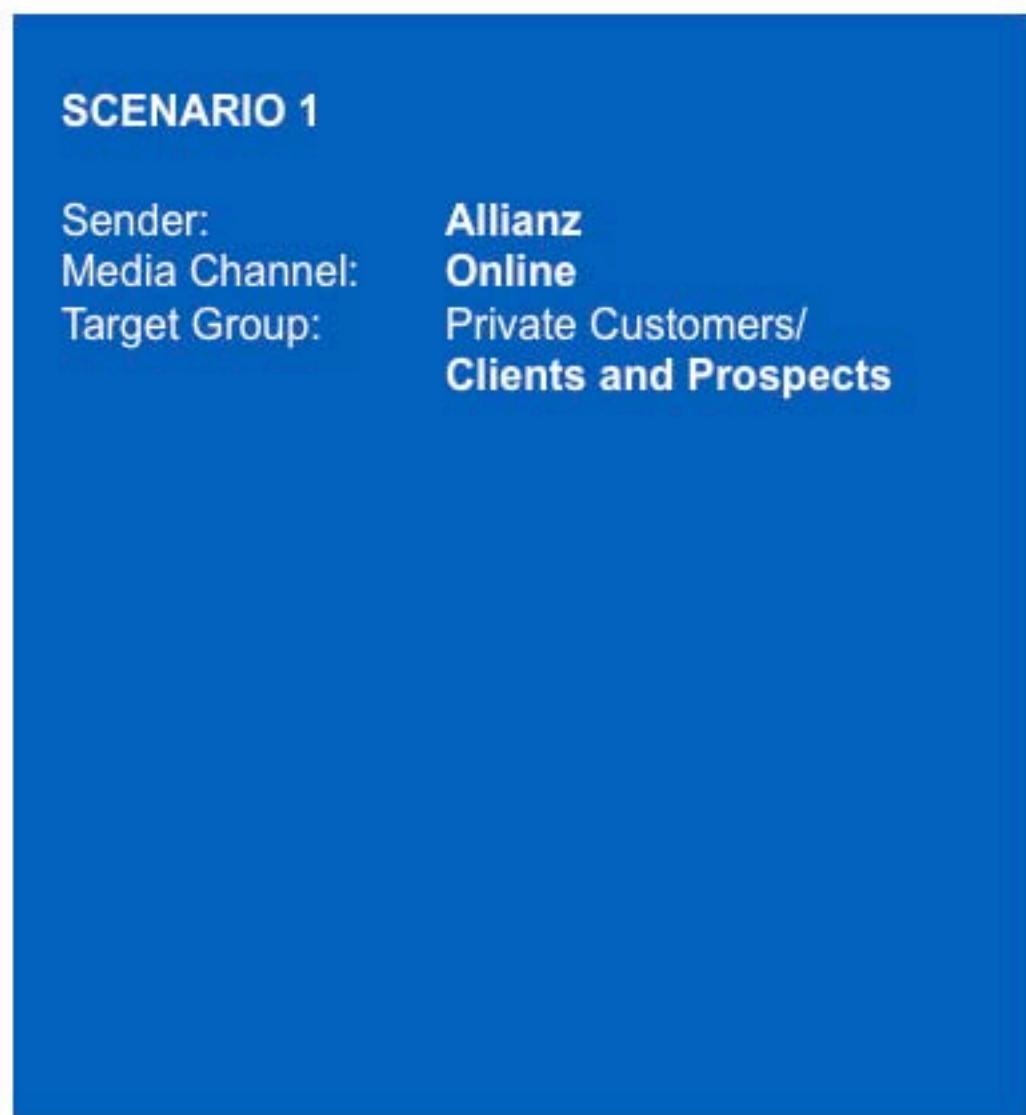
## Target group-specific elements: Private Customers

### TARGET GROUP-SPECIFIC ELEMENTS: PRIVATE CUSTOMERS

Logo  
Colours  
**Visual Language**  
Grid  
Typography  
Navigation  
Animation/Sound



## The “DCD Turntable”



## Toolbox 1: Allianz/Online/Clients and Prospects

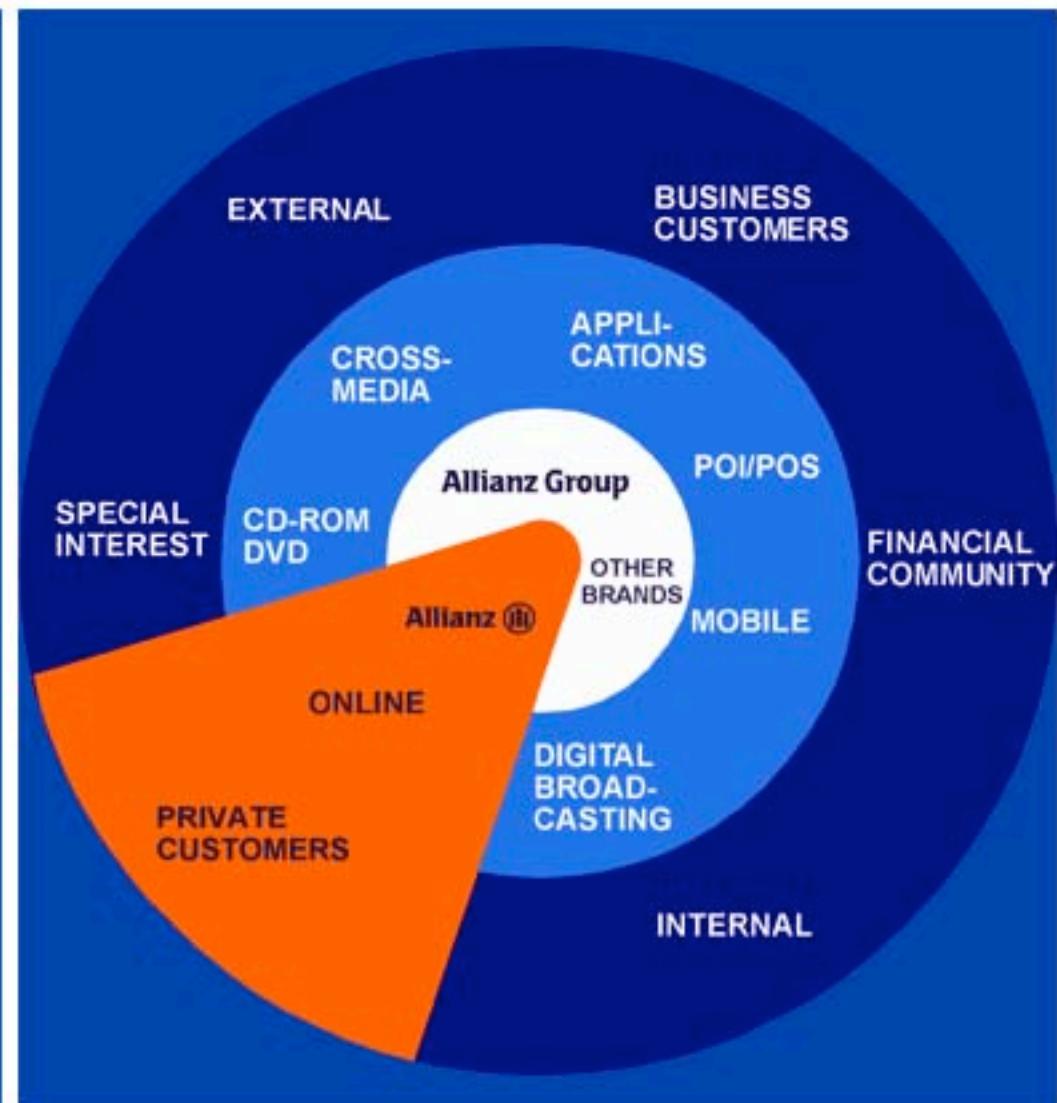
### TOOLBOX 1

#### The Guidelines:

- Logo
- Colours
- Visual Language
- Grid
- Typography
- Navigation
- Animation/Sound

#### Examples:

- Home Page
- Index Page
- Content Page



## Toolbox 1: Allianz/Online/Clients and Prospects

### TOOLBOX 1

#### The Guidelines:

Logo

Colours

Visual Language

Grid

Typography

Navigation

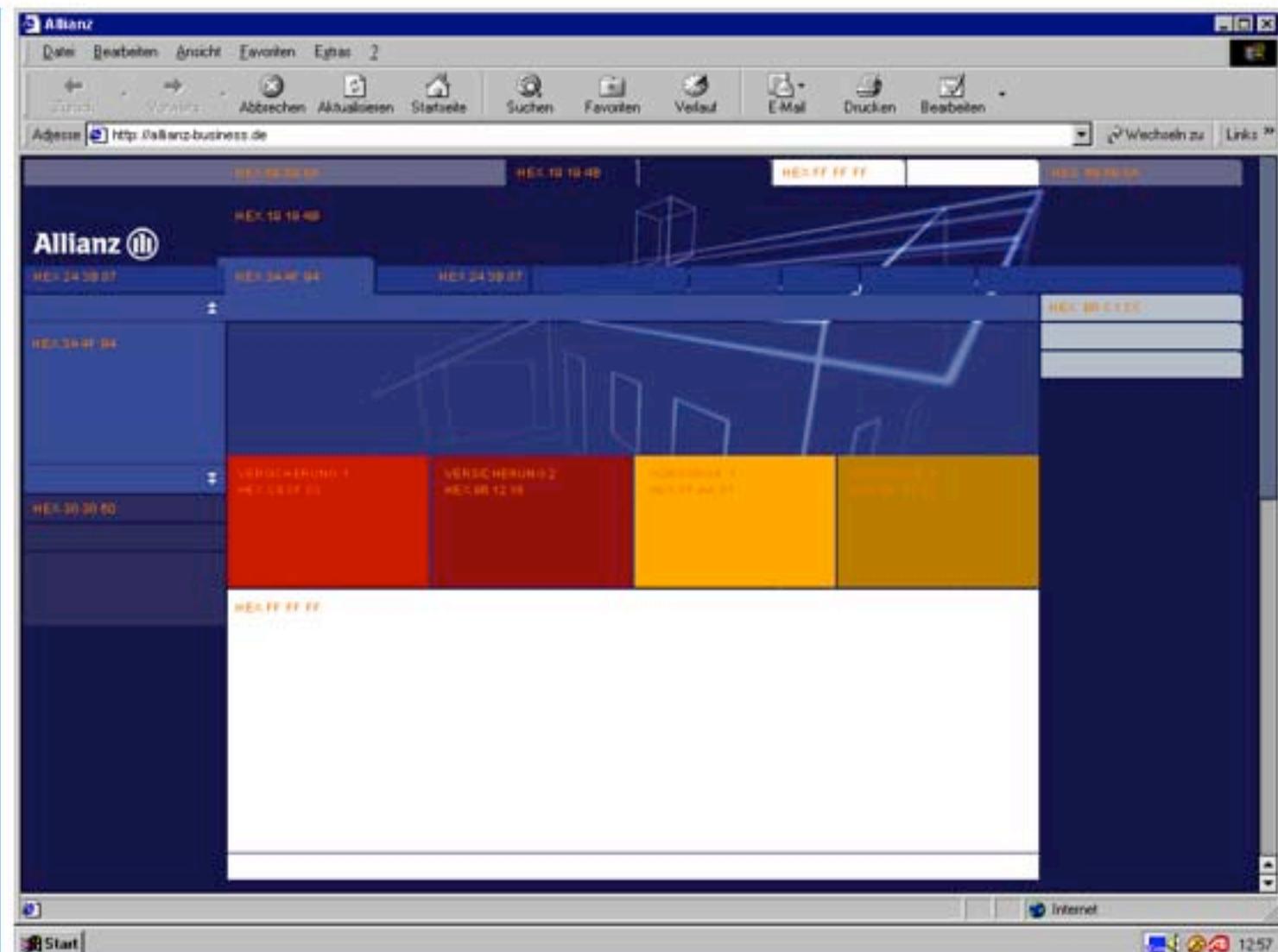
Animation/Sound

#### Examples:

Home Page

Index Page

Content Page



## Toolbox 1: Allianz/Online/Clients and Prospects

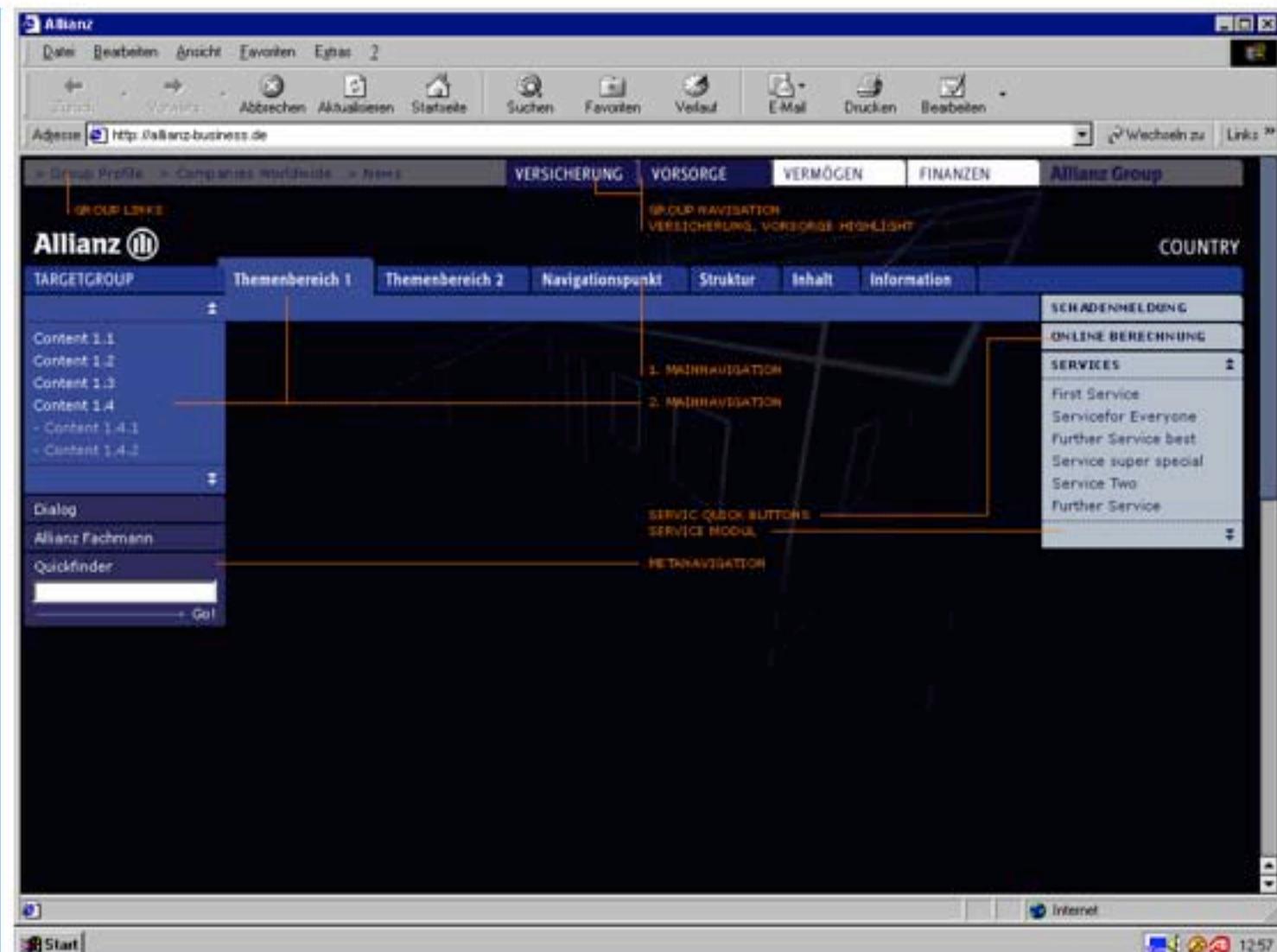
### TOOLBOX 1

#### The Guidelines:

- Logo
- Colours
- Visual Language
- Grid
- Typography
- Navigation**
- Animation/Sound

#### Examples:

- Home Page
- Index Page
- Content Page



## Toolbox 1: Allianz/Online/Clients and Prospects

### TOOLBOX 1

#### The Guidelines:

- Logo
- Colours
- Visual Language
- Grid
- Typography
- Navigation
- Animation/Sound

#### Examples:

- Home Page**
- Index Page**
- Content Page**



## Toolbox 1: Allianz/Online/Clients and Prospects

### TOOLBOX 1

#### The Guidelines:

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## Toolbox 1: Allianz/Online/Clients and Prospects

### TOOLBOX 1

#### The Guidelines:

- Logo
- Colours
- Visual Language
- Grid
- Typography
- Navigation
- Animation/Sound

#### Examples:

- Home Page
- Index Page
- Content Page**



## All Toolboxes at a glance

	PRIVATE CUSTOMERS	BUSINESS CUSTOMERS	FINANCIAL COMMUNITY	INTERNAL STAKE- HOLDERS	EXTERNAL STAKE- HOLDERS	SPECIAL INTEREST
WWW						
Intranet/Extranet						
Smartphone/PDA						
Interactive TV						
Business TV						
POI/POS						
DVD/CD-ROM						
Applications						

## All Allianz Group Toolboxes at a glance

	PRIVATE CUSTOMERS	BUSINESS CUSTOMERS	FINANCIAL COMMUNITY	INTERNAL STAKE- HOLDERS	EXTERNAL STAKE- HOLDERS	SPECIAL INTEREST
WWW						
Intranet/Extranet						
Smartphone/PDA						
Interactive TV						
Business TV						
POI/POS						
DVD/CD-ROM						
Applications						

1. Project Introduction
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6. Benefits
7. Next Steps

The digital corporate design framework provides the basis for consistent crossmedia communication for the entire Allianz Group.

## GROUP MODULE

The image displays four horizontal banners, each representing a different brand within the Allianz Group, illustrating the application of a shared digital corporate design framework:

- Allianz:** The top banner features the Allianz logo and a navigation menu with tabs for VERSICHERUNG, VORSORGE, VERMÖGEN, and FINANZEN. A dark grey bar is positioned above the menu.
- dit. (Allianz Dresdner Asset Management):** The second banner from the top shows the dit. logo and "Allianz Dresdner Asset Management". It includes the same navigation menu (VERSICHERUNG, VORSORGE, VERMÖGEN, FINANZEN) and ends with the "Allianz Group" logo.
- Dresdner Bank:** The third banner from the top shows the Dresdner Bank logo. It includes the same navigation menu and ends with the "Allianz Group" logo.

# Allianz Group Communication Overview

GROUP MODULE

Online Advertising Literature

The screenshot shows the homepage of the Allianz Group website. The top navigation bar includes links for Datei, Bearbeiten, Ansicht, Favoriten, Extras, and a search function. The address bar shows the URL <http://allianzgroup.com>. The main menu features categories like VERSICHERUNG, VORSORGE, VERMÖGEN, FINANZEN, and Allianz Group. A large banner image features a man smiling. Below the banner, a welcome message reads "WELCOME TO THE ALLIANZ GROUP". The page is divided into several sections: "ANNUAL REPORT 2002", "ALLIANZ PERFORMANCE", "NEW ALLIANZ BRANDS", and "ALLIANZ SPONSORING". On the right side, there's a sidebar with links for STOCK INFORMATION, ANNUAL REPORT 2002, and SERVICES, which includes options like First Service, Servicefor Everyone, Further Service best, Service super special, Service Two, and Further Service.

## Allianz Group Communication Overview

### GROUP MODULE

Online  
Advertising  
Literature

The image shows a composite of two photographs: a woman in profile on the left and a smiling man on the right, separated by a blurred background. Below them is a screenshot of an Allianz Group website. The website header features the Allianz logo and navigation links for VERSICHERUNG, VORSORGE, VERMÖGEN, and FINANZEN. The main headline reads "Ihre Spezialisten für integrierte Finanzdienstleistungen." A small text block below the headline contains German text about a dog named Enzo.

Allianz Group

VERSICHERUNG | VORSORGE | VERMÖGEN | FINANZEN

Ihre Spezialisten für integrierte Finanzdienstleistungen.

Zwei Hundejäger jagten Enzo durch Salt. Perhut in eines Whiskey blend qui fume une pipe, amazoneid et yulen nutzen very long. Das ist ein Bildheit u nicht an Stelle des tatsächlichen Testes. Klassisch neuweis die hummerige in rosier gelaufen. The quick brown fox jumps over the dog.

## Allianz Group Communication Overview

### GROUP MODULE

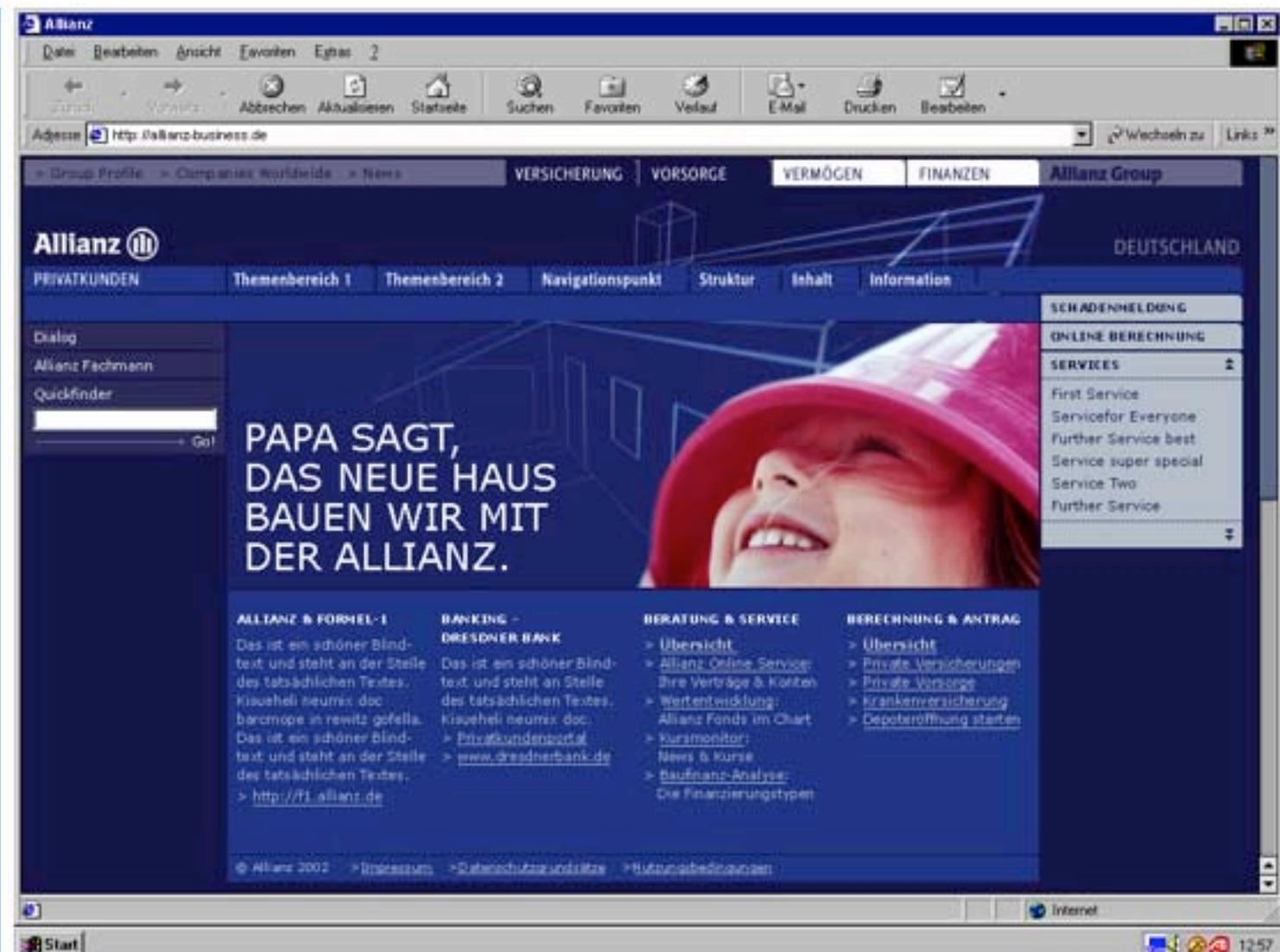
Online  
Advertising  
Literature



# Allianz Communication Overview

## GROUP MODULE

**Online**  
Advertising  
Literature



The screenshot shows a Windows desktop environment with a web browser window open to the Allianz Business website. The browser's title bar reads "Allianz". The main content area displays a large banner with a woman smiling and the text "PAPA SAGT, DAS NEUE HAUS BAUEN WIR MIT DER ALLIANZ." Below the banner, there are several columns of text and links related to Allianz services like Formula 1, Banking, and Consulting.

**Navigation Bar:**

- Datei
- Bearbeiten
- Ansicht
- Favoriten
- E-Mail 2
- Abbrechen
- Aktualisieren
- Startseite
- Suchen
- Favoriten
- Verlauf
- E-Mail
- Drucken
- Bearbeiten

**Address Bar:** Adresse: <http://allianz-business.de>

**Page Header:**

- > Group Profile
- > Companies Worldwide
- > News
- VERSICHERUNG
- VORSORGE
- VERMÖGEN
- FINANZEN
- Allianz Group

**Page Content:**

**Left Sidebar:**

- PRIVATKUNDEN
- Themenbereich 1
- Themenbereich 2
- Navigationspunkt
- Struktur
- Inhalt
- Information

**Right Sidebar:**

- SCHADENHELDEN
- ONLINE-BERECHNUNG
- SERVICES
- First Service
- Service for Everyone
- Further Service best
- Service super special
- Service Two
- Further Service

**Central Content:**

PAPA SAGT,  
DAS NEUE HAUS  
BAUEN WIR MIT  
DER ALLIANZ.

**Text Columns:**

- ALLIANZ & FORMEL-1**  
Das ist ein schöner Blindtext und steht an der Stelle des tatsächlichen Textes.  
Kraueheli neumix.doc  
barcmope in rewitz.gofella  
Das ist ein schöner Blindtext und steht an der Stelle des tatsächlichen Textes.  
[> http://f1.allianz.de](http://f1.allianz.de)
- BANKING – DRESDNER BANK**  
Das ist ein schöner Blindtext und steht an Stelle des tatsächlichen Textes.  
Kraueheli neumix.doc  
> Eltzakundenportal  
[> www.dresdnerbank.de](http://www.dresdnerbank.de)
- BERATUNG & SERVICE**  
> Übersicht  
> Allianz Online Services  
Ihre Verträge & Kästen  
> Wertentwicklung  
Allianz Fonds im Chart  
> Kurzmonitor  
News & Kurse  
> Baufinanz-Analyse  
Die Finanzierungstypen
- BERECHNUNG & ANTRAG**  
> Übersicht  
> Private Versicherungen  
> Private Vorsorge  
> Krankenversicherung  
> Depotberöffnung starten

**Page Footer:**

© Allianz 2002 | Impressum | Datenschutz und Nutzungsbedingungen | Internet

## Allianz Communication Overview

### GROUP MODULE

Online  
Advertising  
Literature

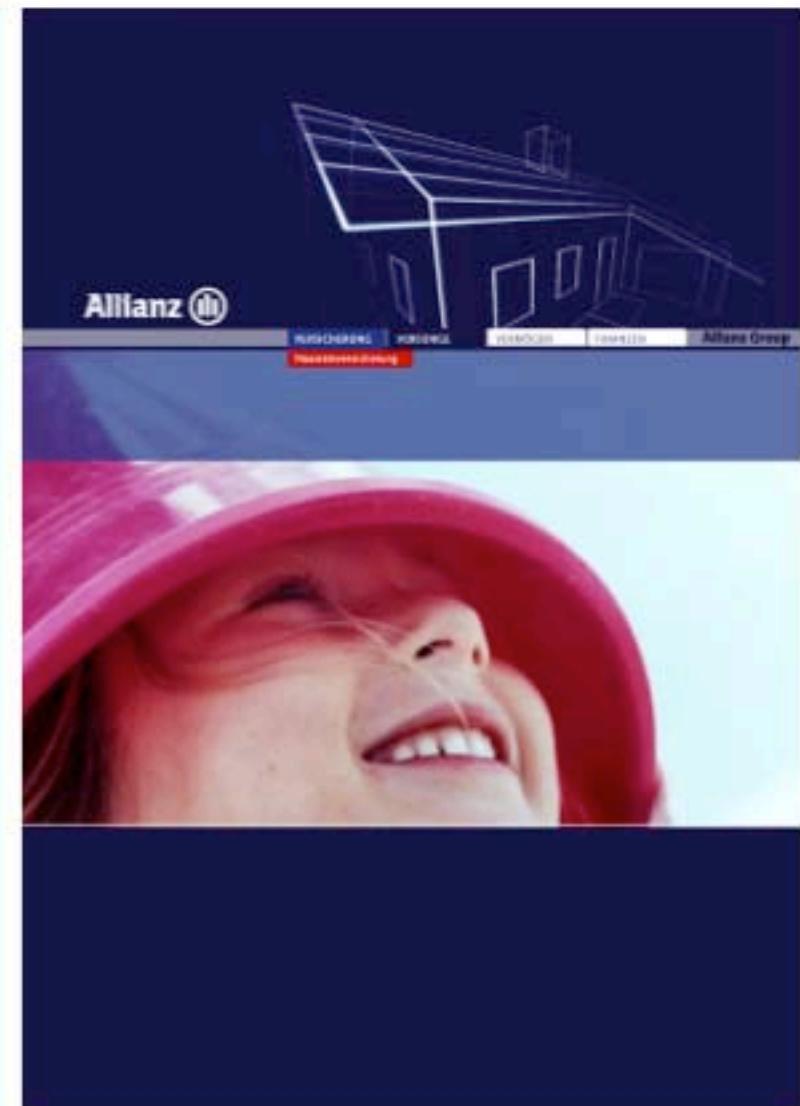


The screenshot shows a digital advertisement for Allianz. At the top, the Allianz logo is displayed next to a stylized house icon. Below the logo is a horizontal menu bar with four categories: VERSICHERUNG, VORSORGE, VERMOGEN, and FINANZEN. To the right of the menu is the text "Allianz Group". The main headline reads: "Papa sagt, unserem Haus fällt bald das Dach auf den Kopf." Below the headline is a small, faint text in German. The background of the ad features a close-up photograph of a woman laughing heartily, with a small, simple house floating above her head.

## Allianz Communication Overview

### GROUP MODULE

Online  
Advertising  
Literature





## Communication Overview

### GROUP MODULE

**Online**  
Advertising  
Literature

**Allianz Intranet**

Daten Bearbeiten Ansicht Favoriten Extras 2

Address: http://allianz-business.de

> Group Profile > Companies Worldwide > News VERSICHERUNG VORSORGE VERMÖGEN FINANZEN Allianz Group

Dresdner Bank Die Beraterbank Kunden Log-in Services Bildmap Anbieterkennzeichnung English Xtra-Dax 4082.66

Willkommen. Dresdner Bank Konzern

Produktbereiche: Privatkunden, Firmenkunden, Investment Banking, Financial Institutions, Asset Management, Immobilien, Produkt-News.

Finanzinformationen: Banking & Brokerage, Kurse & Märkte, Economic Research, Know-How, Dresdner Wirtschafts-Magazin, Presse-News.

Unternehmen: Dresdner Bank, Karriere, Presse, Nachhaltigkeit, Kultur und Sport, Unternehmens-News.

Kontakt & Info-Center: Suche → go!

Direct to ...

Privatkundenportal: Transaktionen & Informationen für Privatkunden.

Firmenfinanzportal: Transaktionen & Informationen für Unternehmen.

Topmeldung:

- Neue Allianz Dresdner Bauspar AG geht an den Start
- Dresdner Bank: Ergebnis im ersten Quartal maßgeblich durch Gewinne aus Finanzanlagen bestimmt
- Konjunktur 2002: starke Wachstumsdynamik bei hohem Risiko

Weitere Themen:

- **Allianz Dresdner FondsPolice**: Die fondsgebundene Versicherung mit aktiv genutztem Vorsorgekapital
- **Grünes Geld: Was ist das?**: Umweltbelangen im Trend ...
- **Toleranz und Dialog zwischen Kulturen fördern**: - die Produktausstellung "Coexistence" in Berlin
- **Dresdner Bank erhält Grundzertifikat zum Audit „Beruf & Familie“**: Familienbewusste Personalpolitik als Erfolgsfaktor
- **Allianz Dresdner Pensionsfonds genehmigt**

Mein Auto hat 180 PS und 8 Anträge. Gib's bevor auch für mein Geld? Jeder Mensch hat andere Fragen Durch alle zusammen mit Sie individuell! Dreiblättrige Altersversorgung Verschiedene Modelle und viele Fragen – Allianz und Dresdner Bank verschaffen Ihnen den Durchblick.



## Communication Overview

### GROUP MODULE

Online  
Advertising  
Literature

VERSICHERUNG VORSORGE VERMÖGEN FINANZEN Allianz Group

Dresdner Bank Die Beraterbank

Geld ist zwar notwendig.  
Aber nicht wichtig.

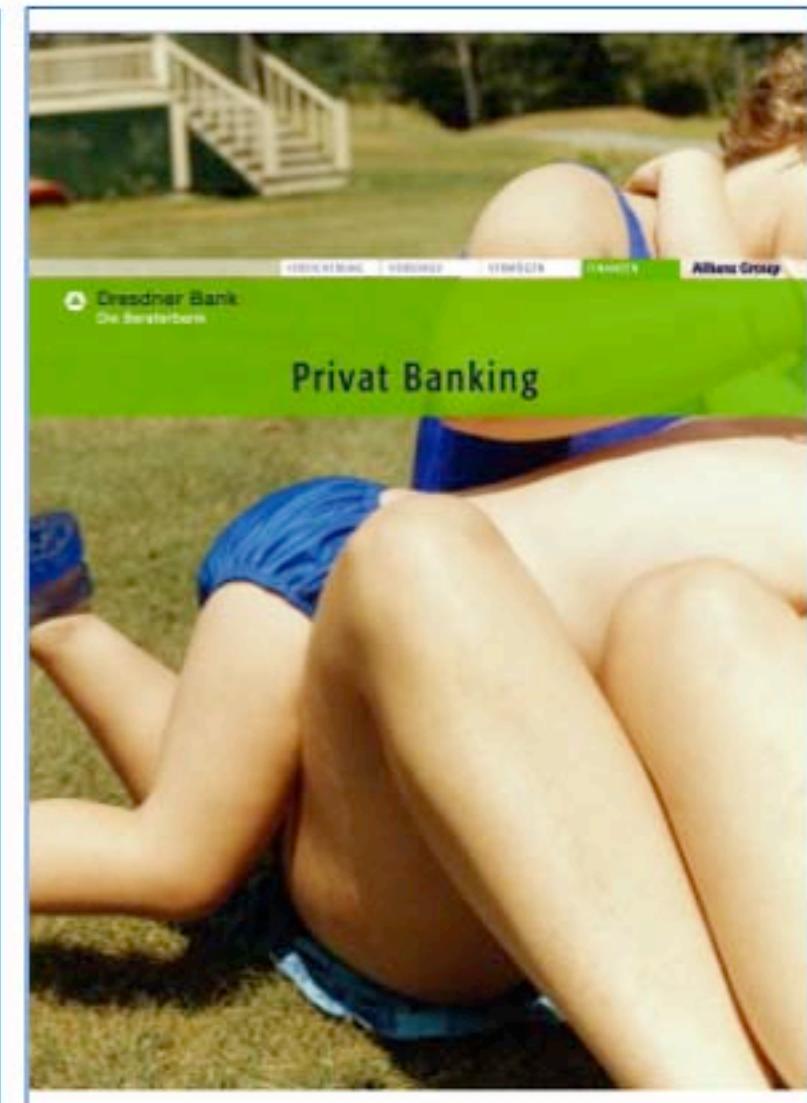
Zwei Bankräuber jagen hier durch Syk, Perito zu einer Whistley Island qui-fürne eine giga, unanständig en poco naturalijc very long. Das ist ein Whistley a steht an Ende des beschriebenen Textes. Kreativität verleiht dem Werbeslogan ein nettes Gesicht. The quick brown fox jumps over the dog.



## Communication Overview

### GROUP MODULE

Online  
Advertising  
Literature



1. Project Introduction
2. Key Findings from the Best Practice Analysis
3. Challenges for Allianz Group Digital Corporate Design
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## Consistent digital brand communication

- For all Allianz Group brands
- Across all relevant digital media channels
- With all Allianz Group Stakeholders

Allianz Group Brands

Digital Media Channels

Allianz Group Stakeholders

## Flexible development environment

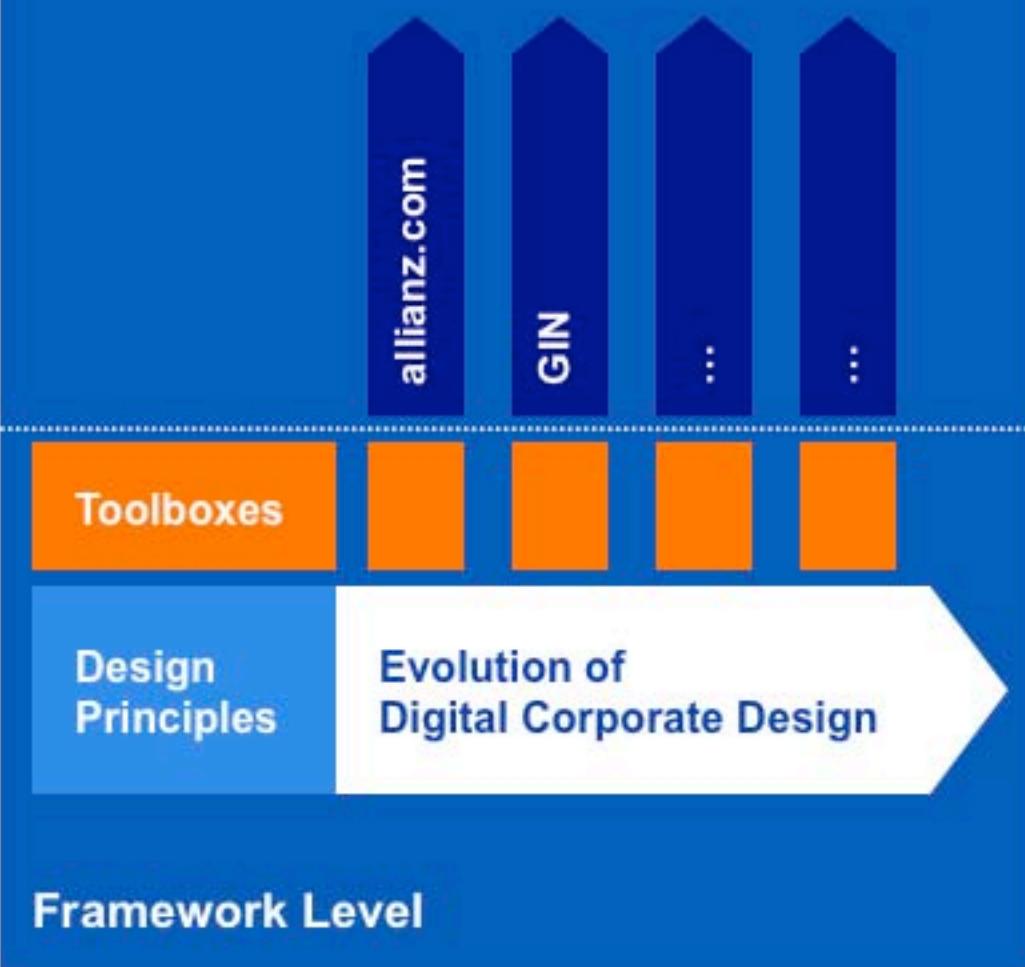
- Adjustable to changing Allianz Group brand architecture and creative concepts
- Reduction of effort and complexity in the development of media-specific corporate design guidelines



## Clear processes

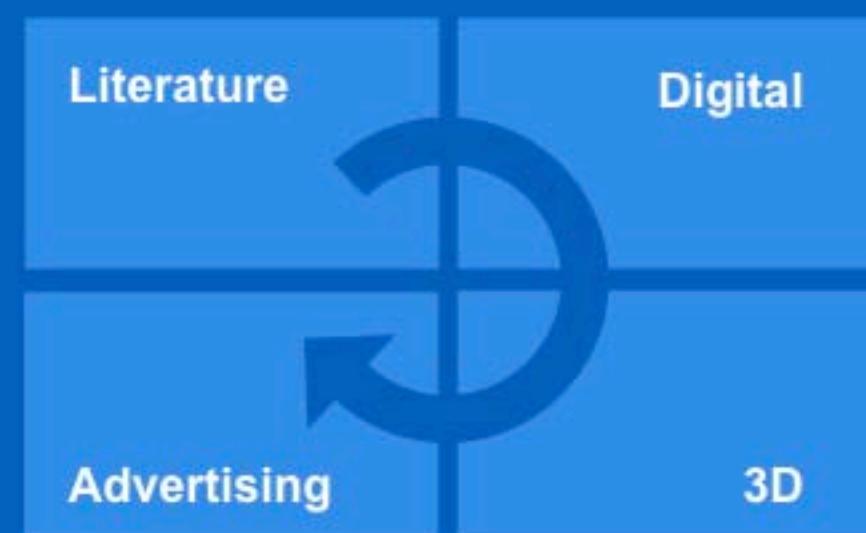
- Optimization of the guideline development process
- Reduction of implementation costs
- Precise role allocation between Allianz Group Marketing and OEs

### Project Level



## Guidelines for crossmedia communication

- Reduction of necessary basic design elements
- Comprehensive, versatile design elements
- Rules for media-specific variations of design principles



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## Next Steps

### Allianz Group Digital Corporate Design

- Development of digital corporate design guidelines
- Optimization of the design and implementation process
- Evaluation of implications for the e-StyleGuide

### Follow-up Projects

- Verification of the effectiveness of the digital corporate design framework
- Implementation of corporate design “Ambassador Network”
- Development of guidelines for applications and digital services



## Brand Architecture

**Three brand architecture models were identified:**

### **Branded House**

- AXA, Deutsche Bank, ING
- Group brand identical with principal flagship brand
- Multifunctional role of group as “group label” and as “group brand”

### **House of Brands**

- BMW, Daimler Chrysler
- Group brand plays a secondary role in overall brand communication
- Principal task of group is to establish a neutral platform for joint communication among several strong flagship brands

### **One Brand**

- IBM, Microsoft, Nike, BP, GE
- No group brand
- Brand communication structured by brand divisions

## Digital corporate design structure

The following structural models occur either separately or jointly:

### Representation of company structure

- Internal organizational structure overlays client oriented structure
- Orientation and navigation are complicated and not intuitive

### Differentiation according to target groups

- Target group segments (e.g. Vodafone: private/business)
- Communities of interest (e.g. Nike: sports categories)

### Differentiation according to senders

- Product segments (BMW, Daimler Chrysler: passenger cars/commercial vehicles)
- Business fields (BP: chemicals, oil, solar)

## Digital corporate design elements

**The use of comprehensive group corporate design elements is still limited.**

### **Branding**

- Unified use of logos (position, size, functionality)
- Recurring design elements (e.g. color gradients, shapes, “group bars”)

### **Navigation**

- Structure and navigation
- Position and design of navigation elements
- Naming

## Communications Characteristics: World Wide Web

<b>Profile</b>	The World Wide Web is the digital center of the communication and transaction platform for Allianz. The tremendous global diversity and the rapid expansion of available options make the World Wide Web one of the most powerful and versatile media channels in the Allianz global communication ensemble.						
<b>Market Penetration</b>	As of February 2002 the global Internet population totaled 544.2 million people. Africa 4.15 million, Asia/Pacific 157.49 million, Europe 171.35 million, Middle East 4.65 million, Canada and the USA 181.23 million, Latin America 25.33 million. Large increase in users projected during the next 5 years. Forecasts: 2004 945 million users; 2007 1.460 million						
<b>Areas of Use</b>	<ul style="list-style-type: none"> <li>– Pre-Sales (interactive client service)</li> <li>– Sales (direct insurance, online banking)</li> <li>– CRM (online community, personalization)</li> <li>– Advertising (banners, advertorial, sponsorships, viral)</li> </ul>						
<b>The Web User</b>	<table border="0"> <tr> <td><b>USA</b></td> <td><b>EUROPE</b></td> <td><b>ASIA</b></td> </tr> <tr> <td>2/3 between 20 and 50, 48% male, 52% female; majority with secondary education and medium to high income</td> <td>2/3 between 20 and 50, 60% male, 40% female; majority with secondary education and medium to high income</td> <td>2/3 between 20 and 40, 65% male, 45% female; majority with secondary education and medium to high income</td> </tr> </table>	<b>USA</b>	<b>EUROPE</b>	<b>ASIA</b>	2/3 between 20 and 50, 48% male, 52% female; majority with secondary education and medium to high income	2/3 between 20 and 50, 60% male, 40% female; majority with secondary education and medium to high income	2/3 between 20 and 40, 65% male, 45% female; majority with secondary education and medium to high income
<b>USA</b>	<b>EUROPE</b>	<b>ASIA</b>					
2/3 between 20 and 50, 48% male, 52% female; majority with secondary education and medium to high income	2/3 between 20 and 50, 60% male, 40% female; majority with secondary education and medium to high income	2/3 between 20 and 40, 65% male, 45% female; majority with secondary education and medium to high income					

## Communications Characteristics: Intranet/Extranet

### INTRANET

**Profile**

An intranet is an inhouse Web site that enables employees of a company to exchange information, and supports internal communication and cooperation. The Allianz intranet is currently being developed to become a primary internal communications platform for the entire Allianz Group.

**Areas of Use**

- Internal Communication (sharing of documents, electronic forms, teambuilding and project documentation)
- E-Learning/E-Training (Knowledge management, multi-user sessions possible, access to central tutoring materials)
- CRM (access to relevant client data, faster reaction to sales opportunities)

### EXTRANET

An extranet can be viewed as part of a company's intranet that is extended to users outside the company. It offers a system for secure sharing of part of a company's information or operations with suppliers, vendors, partners, and other businesses.

- Sales/Presales (in-depth information tailored to needs of external partner in "Workplace Marketing" project)
- CRM (direct feedback possibilities for partners, faster reaction to sales opportunities)



## Technical Characteristics: World Wide Web/Intranet/Extranet

	<b>INTRANET</b>	<b>EXTRANET</b>
<b>Viewing Situation</b>	Single-user situation, user views content on PC monitor either at home or in working environment	Single-user situation, user views content on PC monitor in working environment
<b>Input Restrictions</b>		None (keyboard available)
<b>Data Rate/ Loading Time</b>	<ul style="list-style-type: none"> <li>– Start page maximum 60 kb</li> <li>– Content pages maximum 80-90 kb</li> <li>– Loading rate depending on user's connectivity</li> </ul>	<ul style="list-style-type: none"> <li>– Flexible, as intranets access via LAN</li> <li>– Internet standards recommended for content relevant for remote access</li> </ul>
<b>Screen Resolution</b>		1024 x 768 pixels
<b>Color Depth</b>		Millions of colors
<b>Sound</b>		Integration possible; option for user sound control should be included

## Communications Characteristics: Cellular Phones/Smartphones

<b>Profile</b>	Mobile telephone set that provides anytime, anywhere communication due to a wireless communication system. The term smartphone is used to characterize a cellular phone with special computer-enabled features — e.g. wireless e-mail, Internet access, personal information management.
<b>Market Penetration</b>	More than one billion subscribers worldwide since April 2002. 40% of subscribers use prepaid services. Mobile user penetration in Western Europe: greater than 70%. Subscribers (Q4 2001): World: 941 Mio, USA/Canada: 132 Mio, Western Europe: 319 Mio, Eastern Europe: 44 Mio, Asia Pacific: 314 Mio (largest individual market China: 149 Mio), Latin America: 88 Mio. Share of Internet capable mobile devices: World 24%, Europe 19%, Japan 51%, USA 14% (1/2002).
<b>Areas of Use</b>	<ul style="list-style-type: none"><li>– Pre-Sales (mobile client service)</li><li>– Sales (mobile banking, m-commerce, mobile payment)</li><li>– CRM (community, personalization, sales force automation, mobile CRM access)</li><li>– Advertising (mobile marketing)</li></ul>



## Communications Characteristics: Personal Digital Assistants (PDA)

<b>Profile</b>	Small mobile hand-held device that provides computing and information storage and retrieval capabilities for personal information management — e.g. for keeping schedule calendars and address book information and notes handy.
<b>Market Penetration</b>	Worldwide PDA sales in 2001: 16,375 Mio. (pen PDA 12,5 Mio., keyboard PDA 3,21 Mio., phone PDA 0,675 Mio.), forecast for 2005: 43,5 Mio. Market share of manufacturers: 1st Palm (39%), 2nd Compaq, 3rd Handspring. OS market share: PalmOS 52,8%, PocketPC 21%
<b>Areas of Use</b>	<ul style="list-style-type: none"><li>– Pre-Sales (mobile client service)</li><li>– Sales (sales force automation)</li><li>– Internal communication</li></ul>
<b>The PDA User</b>	<ul style="list-style-type: none"><li>– 75% sold to individuals</li><li>– 25% sold to enterprises</li></ul>

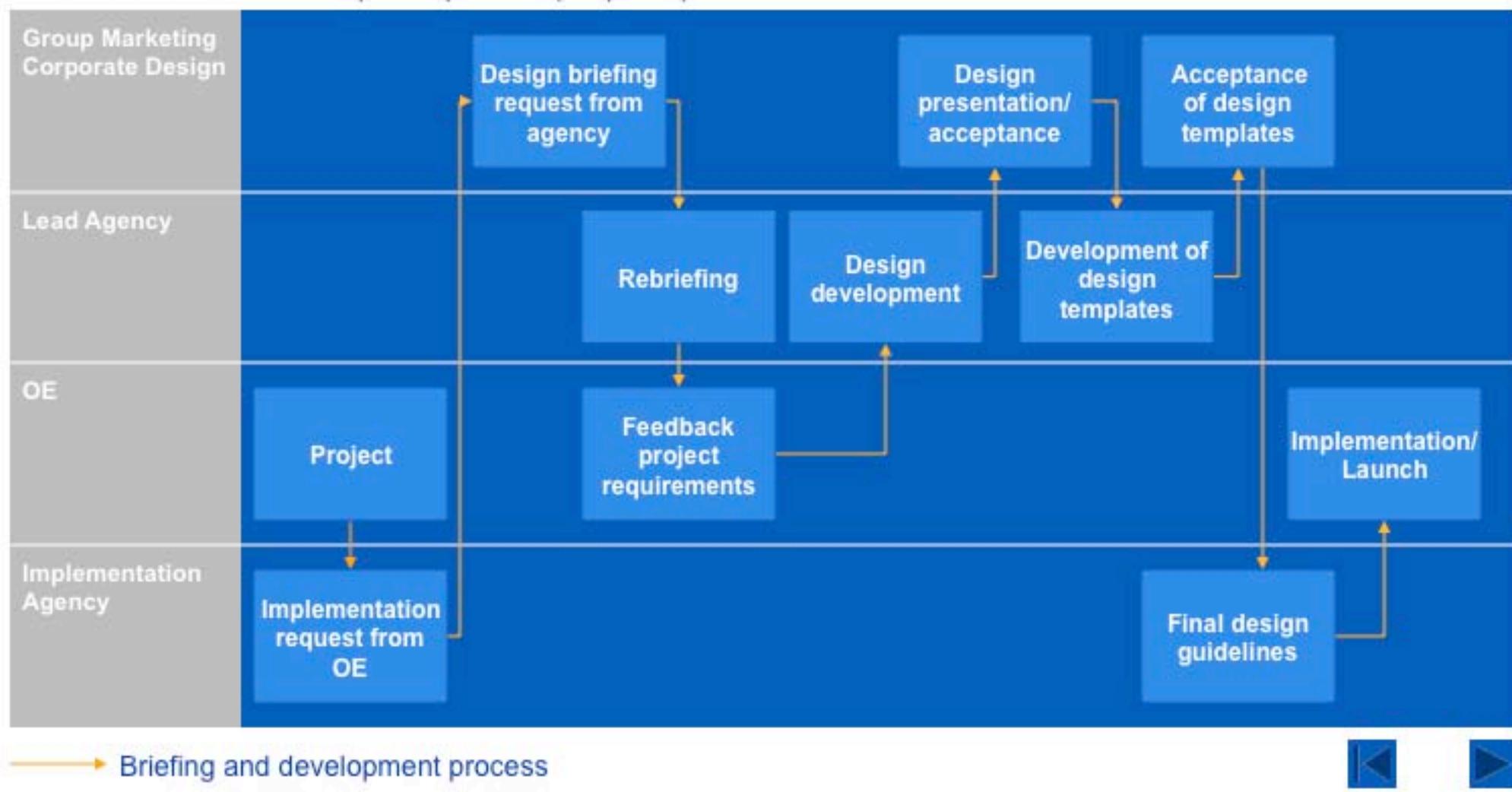


## Technical Characteristics: Mobile

	<b>CELLULAR PHONE</b>	<b>SMARTPHONE</b>	<b>PDA</b>
<b>Viewing Situation</b>	Single-user situation — mostly phone calls, SMS, WAP (for mobile Internet access)	Single-user situation, phone calls and content viewing on a small screen	Single-user situation, content viewing on a small screen
<b>Input Restrictions</b>	Voice (phone call), numeric keypad (simulating letters)	Pen, some with a small keyboard, voice (phone call)	Pen (75%) or a small keyboard (25%)
<b>Data Rate/ Loading Time</b>	GSM 9,6 Kbps GPRS 38.4-3884 Kbps UMTS max 2Mbps	GSM 9,6 Kbps GPRS 38.4-3884 Kbps UMTS max 2Mbps	Local synchronization by cable or wireless local network
<b>Screen Resolution</b>	No standard; typical resolution e.g. 84x48, 96x65, 96x92, 101x67 or 101x80 pixels; 4 to 8 lines	Typically 240 x 320 pixels (WxH) or smaller	240 x 320 pixels (WxH)
<b>Color Depth</b>	Usually monochrome, new devices with color screens (256 or 4,096 colors)	Grayscale or 4,096 colors or 65,536 colors	Monochrome or 4,096 colors or 65,536 colors
<b>Sound</b>	Yes	Yes	No

The current design development process without digital corporate design guidelines requires between 11 and 13 steps.

Illustration of current development process (simplified)



Future process of design development will reduce the number of implementation steps and facilitate a high level of quality assurance.

Illustration of future development process (simplified)

