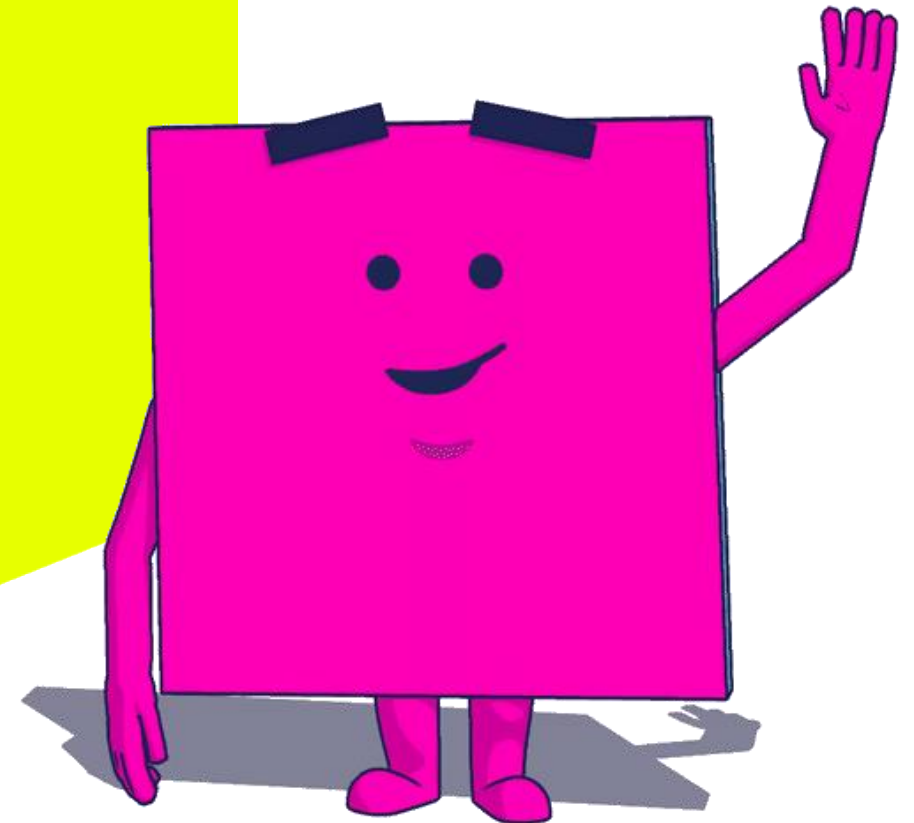


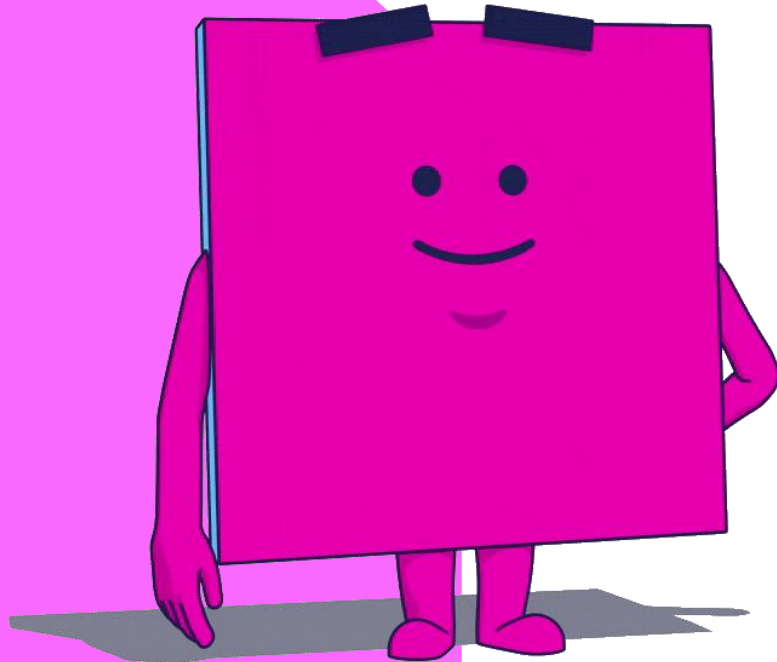


Meet Mylo

Promotional toolkit



Say hi to Mylo!



Meet Mylo, from Aegon – a trusted guide who's by your employees side for their big money moments

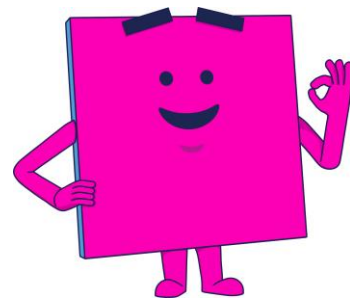
Mylo wants to capture the attention of your employees sparking their curiosity and encouraging them to learn more and download Mylo.

We've developed this ready-to-use promotional kit, including a powerful suite of campaign material, to help you increase engagement and bring Mylo to life in your workplace

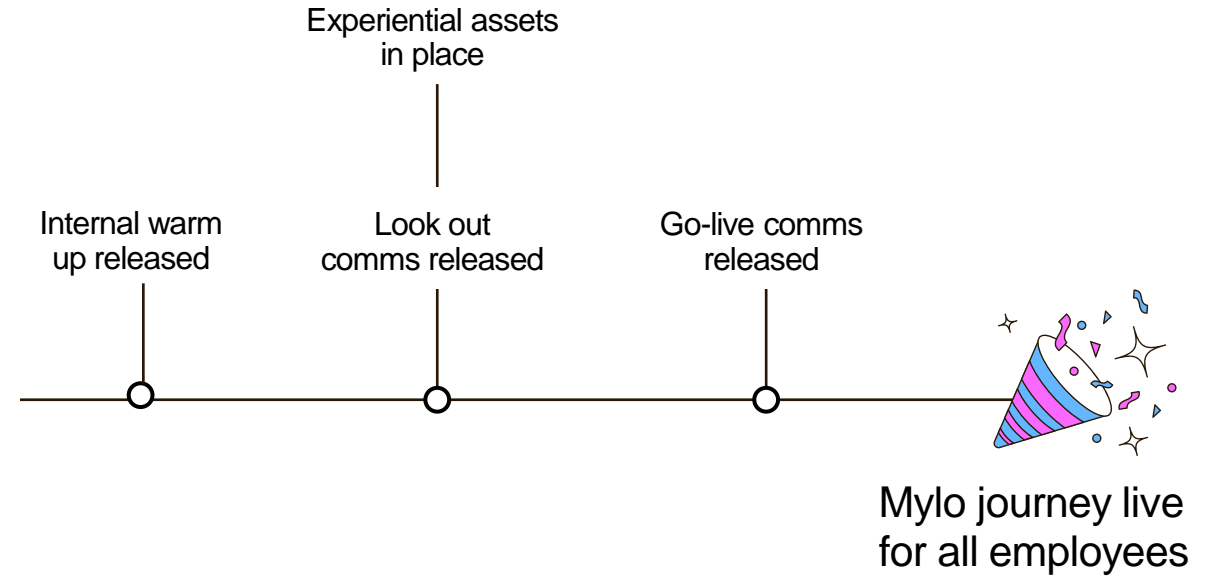
Mylo is part of Aegon and the assets will also help reinforce Mylo's identity and message providing a unique and lasting impression.

Member engagement experience

This is the approach we recommend but you may want to adjust the journey to suit your business needs. You'll find all the communications shown here in this toolkit – with handy tips on how to use them.



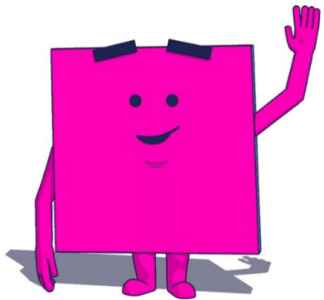
Communication journey



Sample comms content

This content journey can be used with the digital assets and videos to create emails, newsletter content, intranet articles or a feature on your benefits site. It could also be included in manager/colleague briefings.

- Internal warm up
- Look out comms
- Go-live comms
- Now live comms



[Download comms content journey](#)



Posters

Posters gain more visibility where there's high-traffic and in places where employees might relax.

Suggestions are at reception, entrances, break rooms, conference rooms, elevators, cafeterias or dining areas.

And of course on notice boards.

[Download posters](#)



Flyers

Place flyers on desks at reception areas and on tables or where employees relax and have time to read.

You could hand out flyers during company events, meetings or training sessions or include in internal mail or newsletters to ensure they reach a wide variety of employees.

[Download flyers](#)



A4 folded table-top flyer

Place the table-top flyers where they're easily visible in your break areas, reception desks, and meeting rooms.

[Download table-top flyers](#)



TV screens

TV screens are hard to miss, ensuring the message reaches a wide audience.

They're likely to be placed in common areas where employees pass multiple times a day, increasing the chances of seeing the Mylo promotion.

Download TV screens

Or play the promotional video on loop:
Introducing Mylo



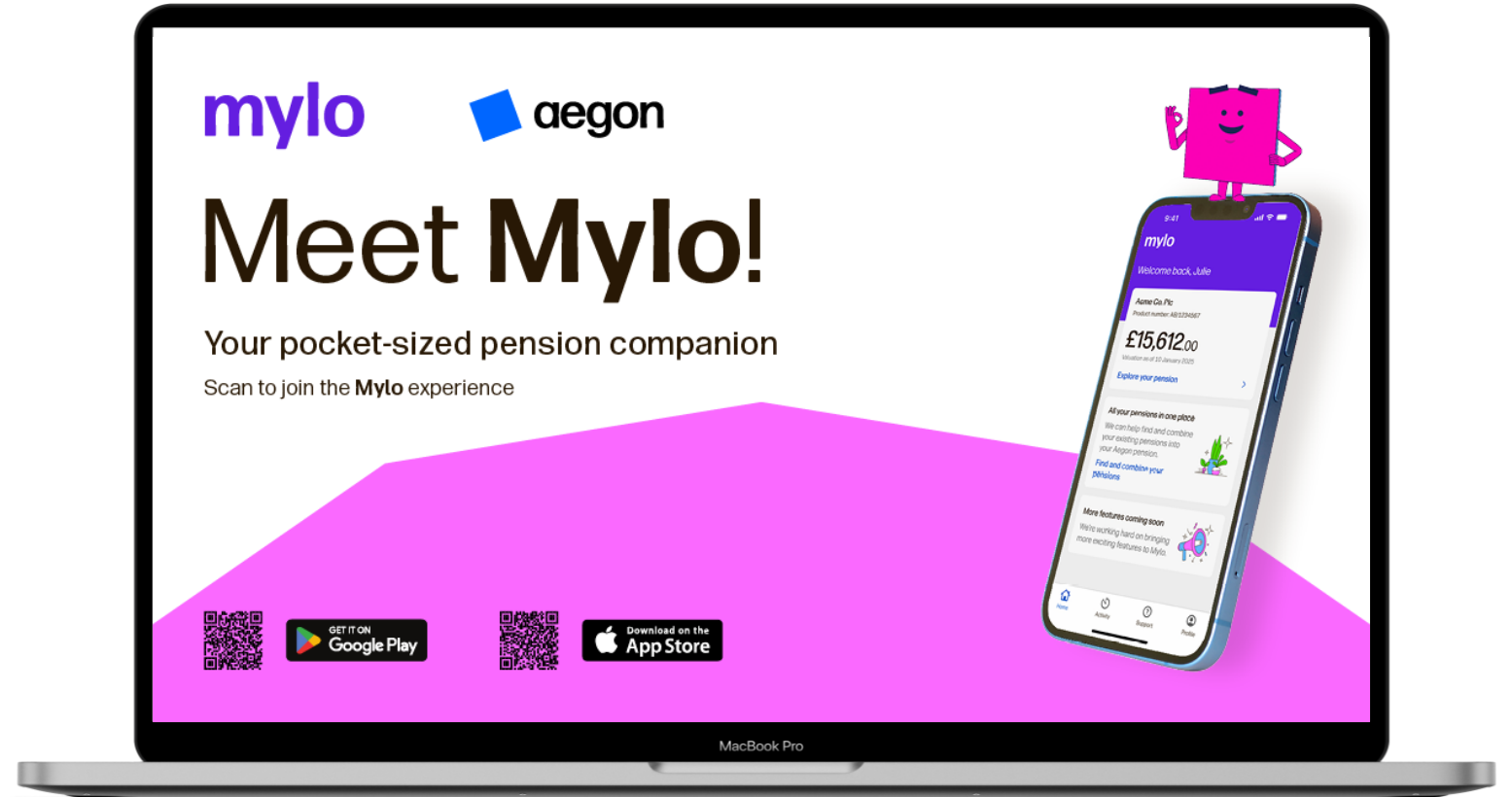
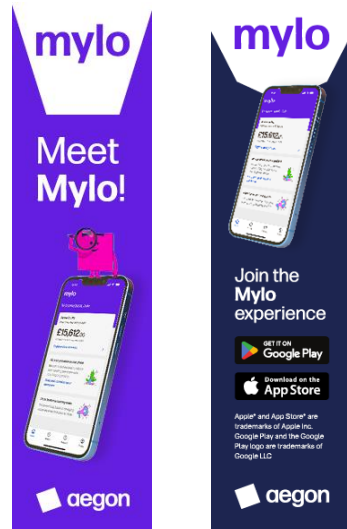
Digital assets

If your employees are never far from a screen, these assets will grab their attention online.

Use screensavers and banners on the company intranet or where employees frequently visit online.

[Download screensavers](#)

[Download web banners](#)





We're always here to help, please
get in touch with your Aegon
contact for further support.

aegon.co.uk [X @aegonuk](https://twitter.com/aegonuk) [in Aegon UK](https://www.linkedin.com/company/aegon-uk)

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