

How a seal can grow your business



GOLDEN CHARTER

FUNERAL PLANS





OK, we lied

... or did we?

This is Colin the seal.

He's cute and a little snooty – but he's not going to do much to help your business grow.

Golden Charter, on the other hand, has a new seal of its own. One that connects your business directly to our national advertising, reassures customers, and makes it clear that you are part of something bigger.

We're delighted to share it with you today.

Introducing the Golden Charter 'Seal' for independent partners

A new and permanent mark of trust and reassurance for individuals and families choosing their funeral plan.

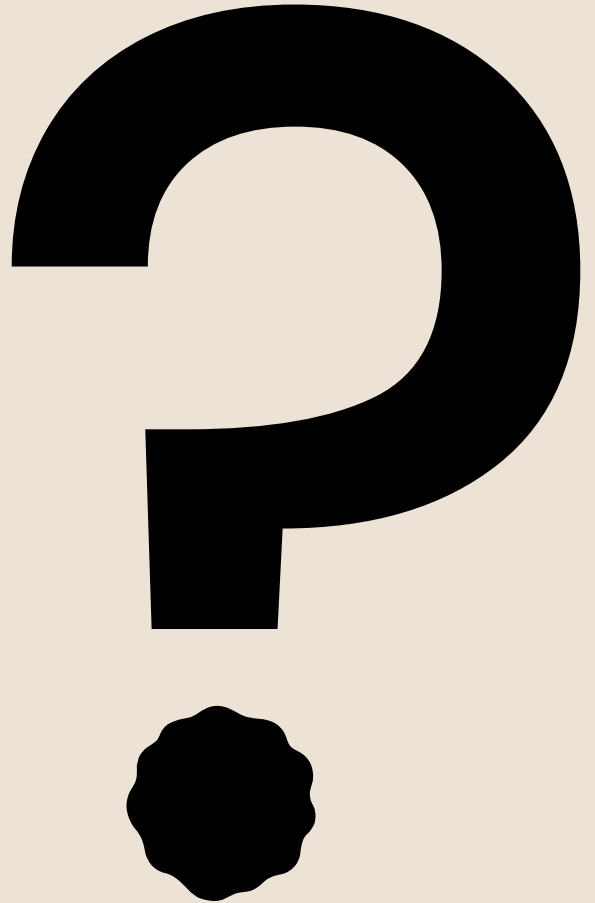


Why a seal?

Because a seal has always meant one thing:
trust.

From royal decrees to legal documents, seals have symbolised authenticity and authority for centuries.

The Golden Charter Seal carries that same meaning today — a mark that reassures families and connects your local reputation with the strength of our national brand.

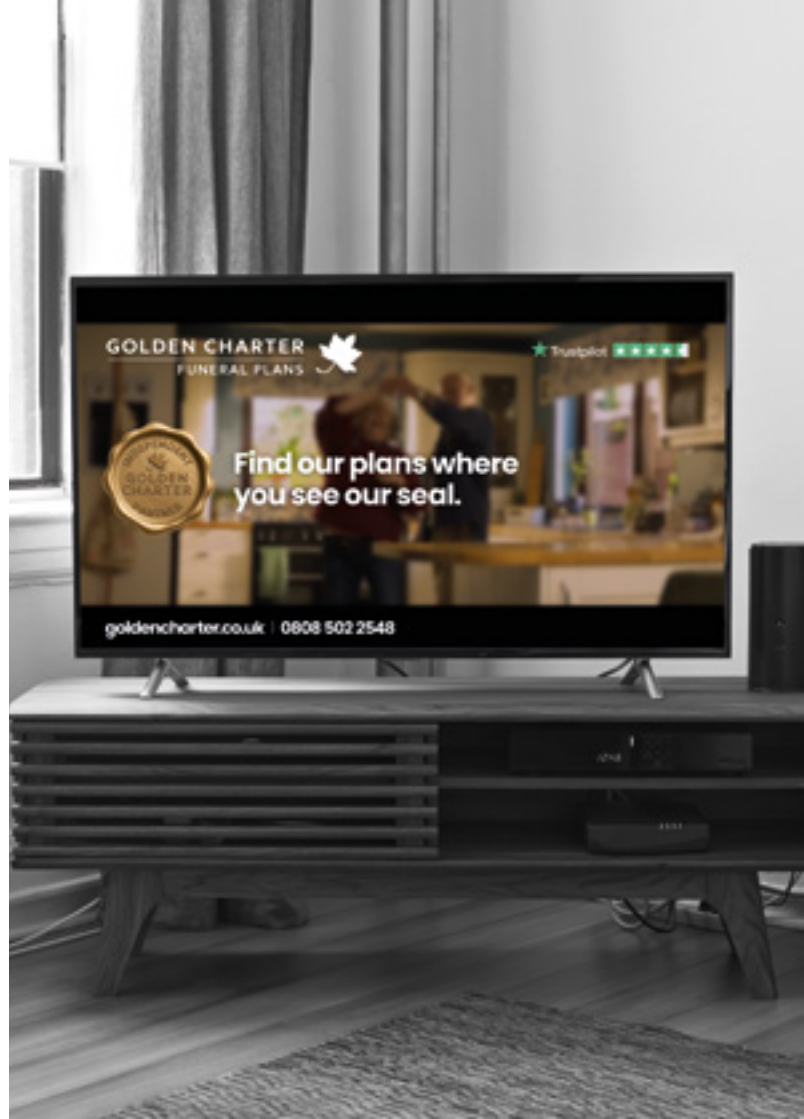


New national campaign launching in October

Our new national campaign, continuing the story of *Dancing Dad George*, puts you — our incredible network of independent funeral directors — right at the heart of our message.

For the first time, we've introduced the **Golden Charter Seal and strapline** across all TV advertising — a clear, distinctive symbol of our partnership with you.

And in the TV script itself, the voiceover explicitly calls out our nationwide network of independent funeral directors, leaving potential customers in no doubt that you can help them with a Golden Charter funeral plan.





Find our plans
where you
see our seal.

**A seal that will
help you grow
your business.**

"The seal directly links your business to our multi-million-pound advertising campaigns, giving you greater recognition and reassuring new customers with your connection to a trusted national brand."

Free seal point of sale for all

To make the most of our advertising campaign, we're providing a full suite of Golden Charter Seal POS to each and every partner funeral director location, **at no cost to you.**

Each POS campaign kit will include:

- Large window stickers
- Small window stickers
- A4 tent cards
- A5 tent cards

We will also supply digital assets for use on your own websites and social channels.

**GOLDEN
CHARTER
SEAL
POS PACK**

**TOTAL
£0.00**

Please get behind the Seal

As owners and leaders of your own businesses, we ask for your support in launching this important marketing initiative. The Golden Charter Seal only works if we all use it.

Each business will shortly receive one POS pack, with enough materials provided for every one of your locations. Please ensure your team distributes and installs these as soon as they arrive. Also, take a moment to explain their importance to your staff.

The more visible the Seal is across our network, the stronger the connection with our national advertising — and the more enquiries we can drive directly to your business.

Together, let's make the Golden Charter Seal a true symbol of trust and quality across the UK — and deliver growth in an ever more competitive marketplace.



**Window
stickers
arriving
soon**



Learning from Michelin

In the restaurant world, the red Michelin plaque is instantly recognisable. Wherever you see it, you know that restaurant has been independently recognised for quality.

Every restaurant is different — independently owned, each with its own style — but the plaque provides a consistent sign that customers can trust.

The Golden Charter Seal is our way of giving customers the same clarity and confidence when choosing a funeral plan.

Looking to the Future

As we move beyond our new campaign, we'll explore new ways to introduce additional seal materials. Each one will strengthen the permanence and visibility of our relationship with you — our trusted independent partners.



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Golden Charter Limited trading as Golden Charter Funeral Plans is authorised and regulated by the Financial Conduct Authority FRN: 965279.