

INITIATIVE UPDATE:

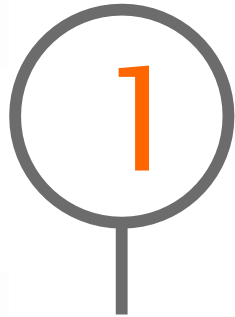
REINVENTING THE IMAGE OF THE FRATERNAL BENEFIT SOCIETY

9.8.17

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MD

WE ARE HERE



Find the right
MESSAGE



Find/define the
PEOPLE
most receptive to it



Find the right
EXECUTION
of the message



Create useful
ASSETS
to enable your teams to
improve your branding,
marketing and sales efforts

1 THE RIGHT MESSAGE

- ▶ Positioning
 - ▶ Identified the most powerful way of describing the core difference of fraternal to consumers
- ▶ Messaging
 - ▶ Identified the most valuable elements to support it



1 THE RIGHT MESSAGE

- ▶ Language
 - ▶ Identified the most impactful ways to communicate them
- ▶ Personality
 - ▶ Identified the best tone to deliver the message

*“The two-fold benefit of providing competitive insurance and retirement solutions **AND** giving back to the community.”*

“A different kind of insurance company, driven by purpose not profits”

“Like mutual insurance companies with the added benefit of giving back to the community”

“A network of members, not customers”

“Reinvest profits to make a difference”

“Doing it for more than 150 years”

“Connected by shared values”



2 THE PEOPLE MOST RECEPTIVE TO IT

- ▶ Attitudes and behaviors
 - ▶ Identify criteria by which we'll determine value

- ▶ To focus efforts
 - ▶ Now: communications
 - ▶ Future: new experiences and offerings



3 THE RIGHT EXECUTION

I GET INSURANCE

FUEL CARE

There's a different way to look at life insurance. It can do more than provide protection for your family. It can give you the power to care for others, too. Because it can come from a company that is the service of people, not profits.

Hi. We're Community Life Insurers, a group of companies who reinvest our earnings back into the communities and causes that matter to our members. It's all the protection you know you need, but with the benefit of supporting Goodness.

CommunityLifeInsurers.org • Do more with your life insurance.

Meet the other beneficiaries of your life insurance policy.

Foresters Financial
Protection for family. Investment in others.

Plan ahead

Give back

If you could get great life insurance AND make an impact in your community...wouldn't you? On both. At once. We provide dependable, reliable life insurance and give back to the people we serve. From scholarships to local literacy programs, we invest profit back into communities. So if you're thinking about life insurance, it's time to think differently. Choose planning ahead and giving back, not between the two.

DIFFERENT. KIND.

Proud to be both.

THE MOST CARING COMPANIES YOU'VE NEVER HEARD OF.

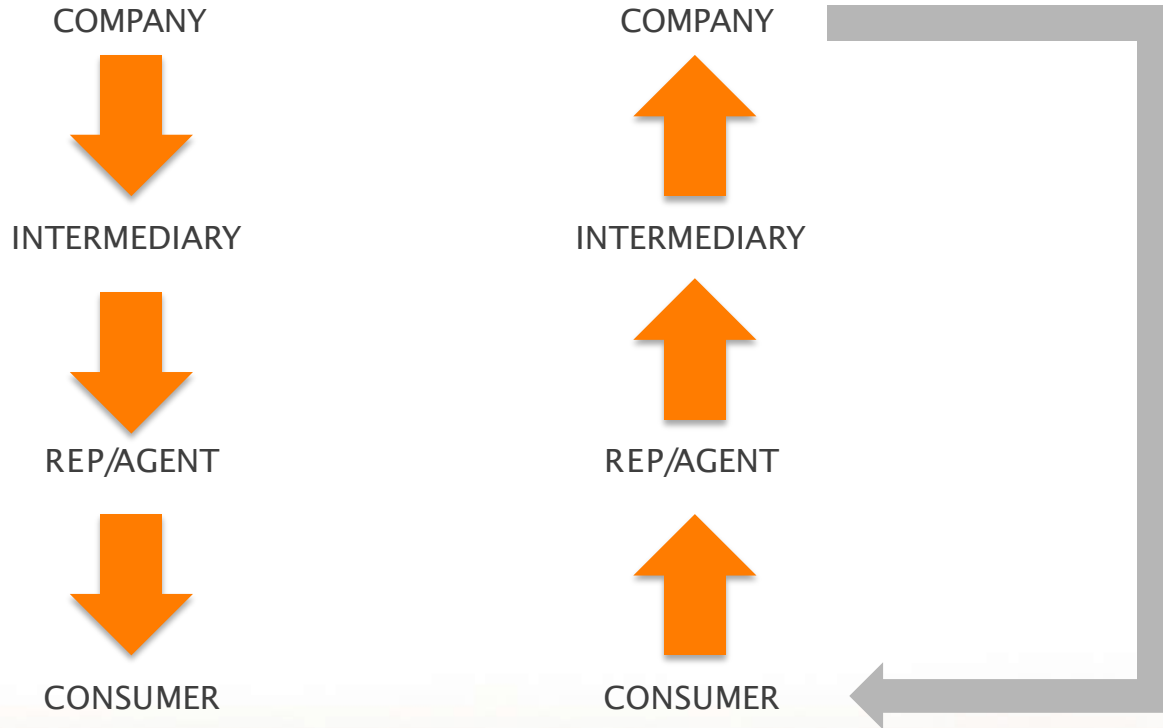
We're Community Life Insurers, a unique group of organizations that provide the financial protection you know you need, with the added benefit of helping those in need.

How? We combine the "member-ownership" approach of mutual insurance companies with the "social mission" part of our for-profits. That means we put our earnings back into communities and causes, not pockets. Members get life insurance or other financial services, and in doing so, help support scholarships, charitable events and more. It's caring for yours while caring for others. It's always ahead and giving back. It's putting people first. The way it should be.

A different kind of financial protection, but a kinder kind of different.

4 CREATE USEFUL ASSETS

For both “push & pull” activities



4 CREATE USEFUL ASSETS

What assets will you receive?

- ▶ Consumer market segmentation research results and tools for classifying consumers into the target segment.
- ▶ Narratives for sales agents and other fraternal message ambassadors.
- ▶ Creative that can be applied to all of your advertising efforts and channel communications.

4 CREATE USEFUL ASSETS

Who can use these assets?

CORPORATE BRANDING TEAMS

- Guidelines for use, example executions and customizable files for print, digital, social and radio.
- Inform all other advertising vehicles.
- Social media.

PRODUCT/CHANNEL MARKETING TEAMS

- Creative to be applied to direct product marketing efforts (email or direct mail).
- Creative to be applied to turnkey agent marketing efforts.
- Segmentation tools for lead generation programs.
- Field social media efforts.

FIELD SALES SUPPORT TEAM

- Narratives for agents.
- Segmentation tools for helping agents identify/classify new prospects.

HUMAN RESOURCES


- Narratives for employees, contractors, boards, etc.

④ CREATE USEFUL ASSETS


How can you use these assets?

CORPORATE BRANDING

Plan ahead




Give back



If you could get great life insurance AND make an impact in your community...wouldn't you?

Do both. At once. We provide dependable, reliable life insurance and give back to the people we serve. From scholarships to soup kitchens and more, we reinvest profits back into communities. So if you're thinking about life insurance, it's time to think differently. Choose planning ahead and giving back, not between the two.



Plan ahead



Give back

Get great life insurance AND make an impact in your community.



Plan ahead & Give back?



Choose both. Not between the two.




Now you can get great life insurance AND make an impact in your community.



21st Century Fox
Fox News no longer airing in the UK
- See More


Sponsored

Plan ahead



Give back

Find dependable life insurance your community
www.woodmenlife.org
Discover a different kind of insurance.



Sponsored

Plan ahead



Give back

If you could get great life insurance AND make an impact in your community ...wouldn't you? If you're thinking about life insurance, it's time to think differently.



Find dependable life insurance and give back to your community
www.woodmenlife.org
Discover a different kind of insurance company.



PRODUCT/CHANNEL MARKETING TEAMS

Plan ahead

Give back

Field Marketing Kit

WoodmenLife



Need life insurance? Why not get it from a company that lets you plan ahead AND also gives back to the community? #powerofand

FIELD SALES SUPPORT TEAMS



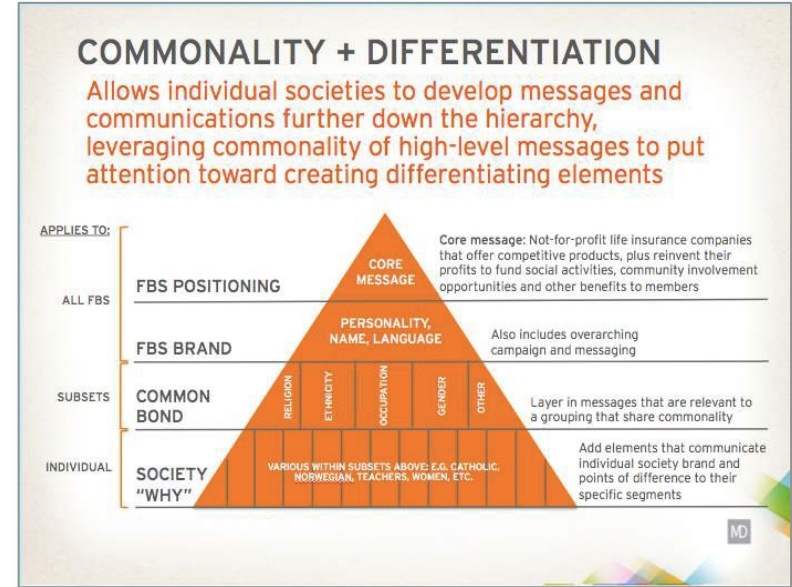
HUMAN RESOURCES

Empower all of your ambassadors with the right message to share with their networks

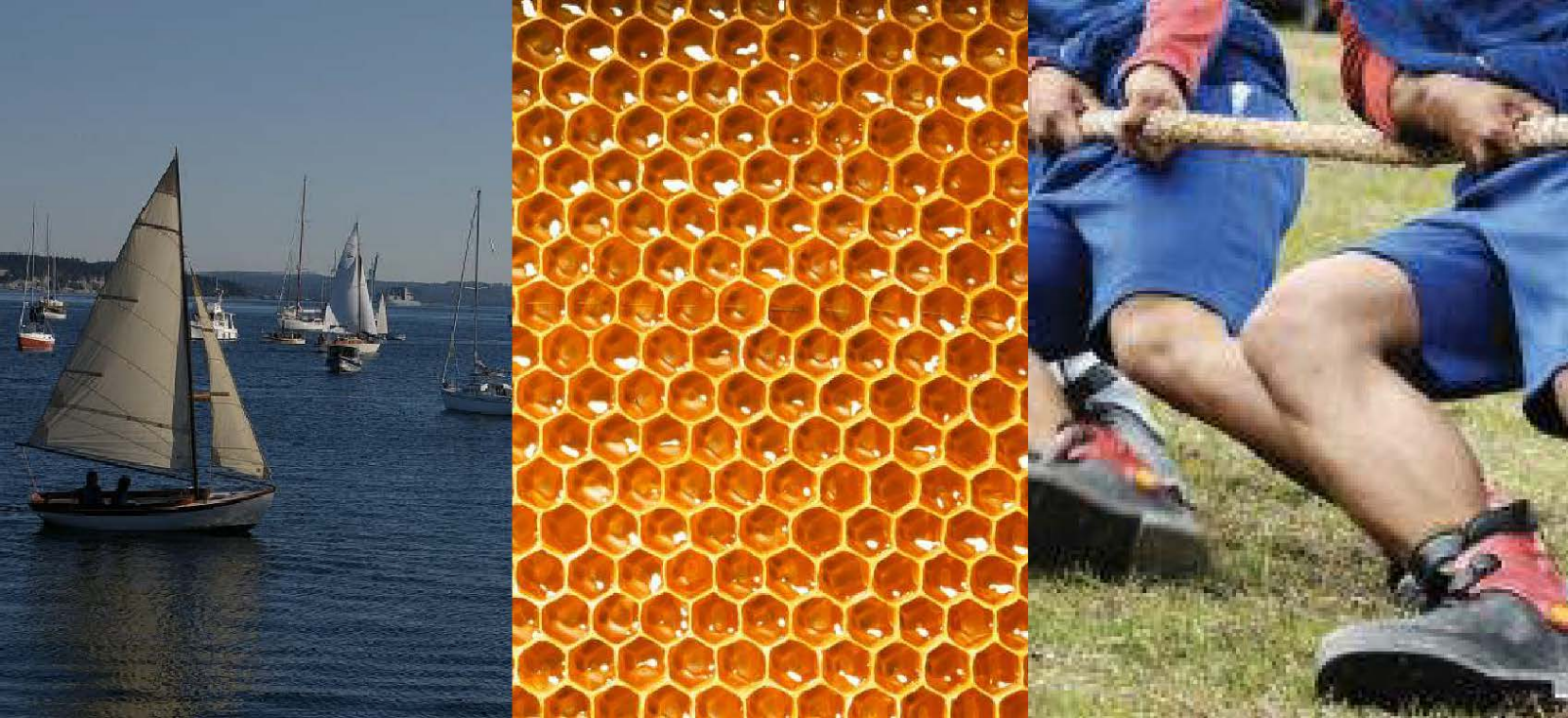


YOU GET OUT WHAT YOU PUT IN

- ▶ Put them into action
- ▶ Integrate into your existing activities
- ▶ Inform new activities
- ▶ Use as is or modify for your needs



WHAT'S IN IT FOR EVERYONE?



WHAT'S NEXT

- ▶ Target Identification Study & Creative Testing are underway now
- ▶ Will be completed by the end of September
- ▶ Assets will be completed and available by the end of October