



New York State United Teachers – Long Term Disability Multi-Channel Marketing Campaign Case Study

Objective

The client was looking to increase awareness and plan participation in the New York State United Teachers (NYSUT) Long Term Disability Plan.

Target Audience

Members who have recently entered the education field as a teacher or education support personnel.

Challenge

Identify cost effective distribution channels beyond the traditionally responsive Direct Mail that would increase awareness and participation in the program. Additionally, a long standing challenge for disability insurance programs was to create a need with the consumer/members without using scare tactics, while before providing the benefits of the program.

Solution

VGD developed a multi-channel campaign consisting of:

- Print ads in the quarterly NYSUT magazine
- Banner ads on the website
- Insert in the Deduction Billing Statements

All campaign elements utilized a consistent creative message which focused on key elements:

- Highlight the exclusivity of the offer for NYSUT as a member benefit as a result of being negotiated directly by NYSUT.
- Use a special introductory offer for new members; \$1,500 monthly disability benefit without any review of health status.

Results

The test was successful and has been expanded to rollout.

Banner Ads

Print Ad

Direct Mail Kit

Deduction Billing Insert

