



# 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

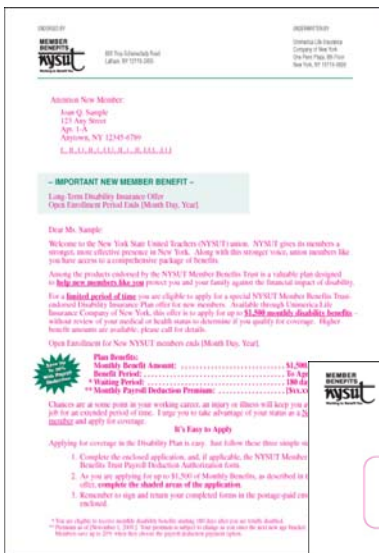
The test was successful and has been expanded to rollout.



Banner Ads



Print Ad



Direct Mail Kit

**NYSUT MEMBER BENEFITS PAYROLL DEDUCTION AUTHORIZATION**

(Please Print)

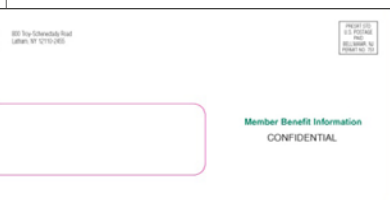
Member's Last Name First Name Middle Initial Member's Social Security No.

Street Address City State ZIP Home Telephone No.

Please check your union membership affiliation:  
 UFT  UUP  PSC/CUNY  All other NYSUT Locals  
 \*This authorization card cannot be used to authorize deductions for PSC-CUNY Welfare Fund Benefits. The amount of deduction will be determined by NYSUT Member Benefits Trust based on the programs chosen.

To the Employer: I hereby authorize you to deduct from each of my salary checks the deduction necessary for the purpose of NYSUT Member Benefits. Depending on the program deductions are taken for, members will be forwarded to either NYSUT Member Benefits Trust or NYSUT Member Benefits Corporation, which are entities under the NYSUT Member Benefits umbrella. I understand that this authorization may be revoked at any time by written notice to you.

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_  
 NYSUT MEMBER BENEFITS - 800 Try-Schenectady Road, Latham, NY 12110-2455



Deduction Billing Insert

