

Objective

Develop a Direct Mail campaign to sell Cancer Insurance to VFW members.

Target Audience

Members of the Veterans of Foreign Wars. These individuals are typically males 55-70, with an annual income of \$30K - \$60K.

Challenge

Program had very strict metrics for success. The campaign needed to generate a response rate of .35% or greater while spending less than \$.56 to print, produce and mail.

Creatively there were a few key challenges.

- Create a sense of need in the consumer's mind without using scare tactics.
- Dispel the myth that hospital expenses incurred with cancer are fully covered under basic hospital care coverage.

Solution

VGD developed a creative built on logically connected elements:

- Highlight the 1.5MM diagnosed with cancer each year with survival rates at an all-time high.
- Point out that cancer is expensive but not necessarily fatal.
- Utilize testimonials from members who did not suffer financial hardship because they were covered.
- Position VFW as the primary brand.
- Inform members that the program was awarded the VFW Seal of Approval.
- Communicate the product's exclusivity and relate it to the buying power of the association's 2.2 MM VFW members.
- Create a sense of entitlement based on the member's service to country.

Results

Creative was a success and has since been rolled out.

