

## Objective

The objective was to test a direct mail lead gen creative that focuses on the need for life insurance in general, versus a product specific kit to determine which offer generates the highest number of applications.

## Target Audience

The target audience is members of the New York State Bar Association who are ages 25 to 59 and have not previously been declined for coverage under any NYSBA life insurance plan available through the association and New York Life Insurance Company.

## Challenge

The challenge is to overcome preconceptions by consumers in general that life insurance is: too expensive, and not affordable currently; other financial priorities; they believe they have enough coverage; and not qualifying for coverage.

## Solution

Our team developed a direct mail campaign that:

- Created an immediate association with the member by addressing their lack of time to search life insurance due to their careers while presenting NYSBA Life Insurance as the easy solution.
- Educated members about the need for life insurance through a series of Questions & Answers.
- Provided chart so member could determine how much coverage is right for them.
- Promoted exclusivity of the offer, and further educated member with an easy-to-read bullet list of plan features titled "What Every Member Should Know".
- Included a letter from the NYSBA Committee Chair that reinforced exclusivity of the offer while also adding credibility to the offer by promoting NYL's financial strength insurance ratings.

## Results

This approach proved to be very successful and has become the template for offering life insurance to other association groups.

