

## Objective

USI Affinity recently acquired the American Academy of Pediatrics as a client. The objective was to use a strong affinity-focused direct mail kit to introduce a series of product offerings, starting with Long Term Disability, to obtain bench-market performance metrics while acquiring knowledge for future marketing efforts.

## Target Audience

The target market was very qualified, younger members of the American Academy of Pediatrics who had been pre-screened to eliminate any members who had previously been declined for any AAP Life or Disability plan. The majority of the membership is female.

## Challenge

Gaining the acceptance of the need for a long term disability product has always been a challenge for insurers.

## Solution

Our team developed a direct mail campaign that:

- Branded through the use of photography to visually communicate the offer was specifically for the member.
- Addressed the challenge of the product through the use of two key messaging points.
- Utilized emotional language around the day in the life of a Pediatrician and what would happen if they suddenly became the patient.
- On an analytic level we identified common causes of disability and utilized statistics to communicate product need.
- Eliminated confusion of too many products by focusing on the two most popular plans, making it easier for the Pediatrician to become comfortable with his/her plan choice.

## Results

This approach proved to be very successful and has become the template for other association groups and other complex products offered by USI Affinity.

