

HELPING FINANCIAL BROKERS TO GENERATE NEW BUSINESS



In these tough times, how do Financial Brokers find new clients to talk about Family Protection? It's difficult! That's why Irish Life is launching the largest ever free life insurance promotion to help generate new business for you. This offer gives parents more than twice the amount of cover offered in our previously hugely successful free life insurance offer.

This campaign will generate a bank of contacts for you. We will provide you with all the follow-up communications you need to help convert them to sales.

THE OFFER

Free €25,000 Life Insurance for parents.

Irish Life is giving away €500 million of cover free.

The offer is open to the first 20,000 parents who apply.

Irish Life is launching a huge media spend to promote this free offer, including national TV and Radio campaigns.

See inside for more details.

Supporting your plan

- *What's inside?*

- Our Learnings
- The Campaign
- We support you
- Key dates

**Your No.1
Supporter**

Our Learnings

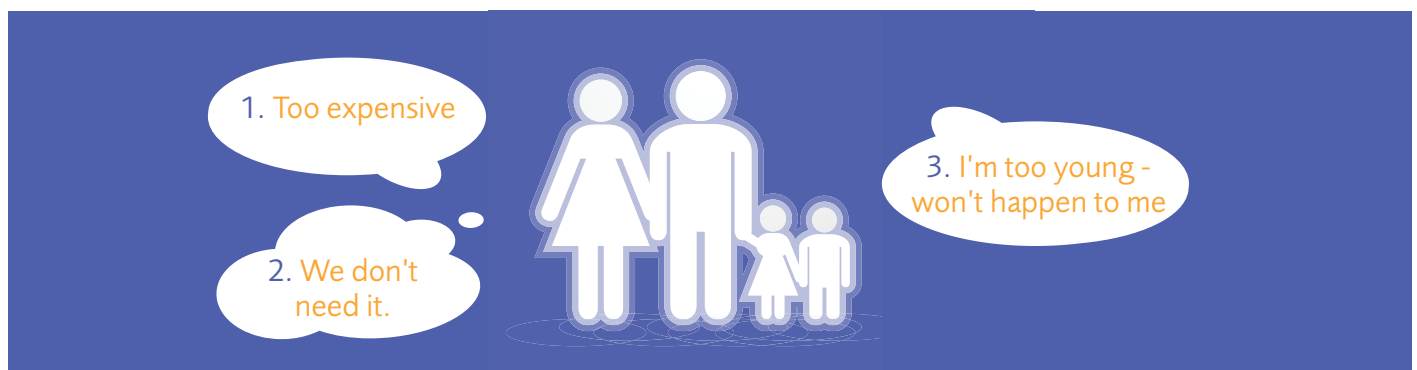
In October 2011 we launched Free Life Insurance offer for parents. The offer has been a great success - it helped generate interested contacts and delivered a huge amount of follow-on sales.

What have we learned?

Irish Life has conducted a series of research amongst Free Life Insurance customers around people's attitude towards buying life insurance. The research gave us further insights to the key barriers to buying life insurance.

Key barriers

Taking the first step can sometimes be the hardest part for any parent when it comes to protecting their family. There are a number of reasons why families have no protection at all:



The Free Life Insurance offer helped to overcome many of the barriers and created the opportunities for follow-on conversations. This led to many advisers converting up to 20% of cases.

By providing Free Life Insurance offer we addressed these key barriers:

1. Affordability - by creating the opportunities to discuss protection needs and how affordable life insurance can be.
2. Need - customers who signed up demonstrated the need for getting protected against the unforeseen.
3. Age - we know that this happens to young people and we've provided the statistics to support you on this:
 - Almost 1 in 3 of our death claims are to under 55's - 363 death claims (31%)
 - Nearly 1 in 3 of the claims were due to sudden accidents - the second biggest cause of death by volume.*

Examples

Claims that we paid out to people within the 1st year of their cover.

Over €60,000 paid out last year to a family of a client, aged 50, who was 11 months into their cover.

€59,000 paid out last year due to death of a female client, aged 44, who was 10 months into her cover.

*Irish Life Claims Statistics, January 2013

Who signed up to Free Life Insurance the last time?

- gender split: 60% female, 40% male
- average age range: 35 - 40 years old
- two children, youngest pre-school

This gives you a sense of what the profile of people you should target is.



The Campaign

This year, based on the success of the original campaign, Irish Life is launching an enhanced offer of Free €25,000 Life Insurance for each parent for 12 months.

Key benefits of this offer

Your benefits

The Campaign:

- Gets people talking about life insurance
- Helps families to realise they have a need for life insurance
- Customers take the first step towards protecting their family
- Gives the profile of an exact customer segment to target
- Should help to increase the conversion rate - with €25,000 cover customer has something more significant to want to maintain

For your customer it couldn't be simpler!

- Free €25,000 Life Insurance for each parents for 12 months
- No payment is needed
- And the cover is instant

Key eligibility criteria:

- Their youngest child is aged 13 or younger and they are aged 55 or younger.
- They are named on the Birth Certificate or Adoption Certificate of their child.
- They simply answer a health question and sign up for updates from their Financial Broker.
- Offer limited to the first 20,000 parents you sign up.

Making this free offer work for you

Get a plan of action together – Now! Your Account Manager can offer a great range of supports to help you convert. Some suggestions are listed below.

Do's

- See page 2 for the target audience profile
- Get out into your local community to promote the offer to parents with young children
 - Use contacts with local crèches/schools/sports clubs to make local parents aware of this offer, i.e. put up the posters and leave the flyers to be handed out.
 - Try to promote this offer through business contacts/ local small businesses. This can lead to conversations on other products from Irish Life
- Use the follow-up communications we will make available to you.

Dont's

- No point in promoting to large companies. Employees of large companies may already have good company benefits and not need to buy life insurance
- Be selective when it comes to targeting your existing customers. Existing life insurance customers should have sufficient cover in place.



How your customers will apply

Signing up your customer is easy. All they have to do is click on your **personalised link** – this way we will ensure every application is allocated to you. Your customer will be covered instantly and will receive their policy schedule electronically. You will be able to view all of your contacts on B-Line.

We support you

Campaign plan

Financial Brokers can sign people up from 4 February 2013. The media on key national media is starting on 10 February 2013.

TV – from 10 February on national and local stations. The ad will include Financial Broker in the call to action.

Radio – we will be advertising on the major radio stations (RTE 1 & 2, Today FM and Newstalk), running competitions on The Last Word Show from 11 February, and playing new family life insurance stings ads from 11 February.

Posters, Flyers, E-mail campaigns – we will provide you with sales support material and follow-up communications to target and convert interested parents.

Sales Supports

• Posters



- for your window



- for work sites and businesses

• Flyers



- consumer flyer

Key dates

31 January - campaign communicated to Brokers

4 February - we're going to send you a unique link to Free €25,000 Life Insurance offer page so you can start signing people up

11 February - media campaign go-live date

You'll have a full week to be the first to tell people about the offer

The protection team in Irish Life are working hard to help you to deliver protection sales. If you have any feedback on our current Special Offer or any of our products and services, please contact your Account Manager. Thank you for your continued support.

Bernie Lynch

Protection Manager Irish Life Brokerage

