



# Launching our €1 million New Year cash back promotion

# NEW YEAR SALE

**First two months  
payments back  
- €50 cash back  
or more! \***

If your clients start a new Irish Life protection plan they get their first two month's payments back, or €50 - whichever is bigger!

Over the last 12 months we've worked hard to give you the support you need when it comes to growing your business. We've invested in major advertising campaigns to make as many people as possible aware of the need to protect their families financially. The first phase was about awareness, the second about creating leads and now we've a great offer that we hope will drive clients through your door.

Research by iReach for Irish Life from November 2011 shows that almost half of parents (46%) still only have mortgage protection and no other life assurance. With almost half of the market to play for, there's a huge opportunity for all of us. We know that in the current climate clients are looking for and expecting deals and offers. Just one example of this is the fact that DoneDeal was the No.1 search item on Google in Ireland in 2011 – ahead even of searches for Steve Jobs and Apple or the Rugby World Cup! (source: Google Dec 2011). We're committed to continuing to provide our best investment and support to help you attract new clients and generate new sales.

We're investing €1 million between cash back payments and promoting this great value offer. This is a limited offer which gives you a great reason to contact your clients to discuss their protection needs.

# Helping to grow your protection business

We've got overwhelmingly positive feedback from financial advisers and the public to our TV Ad. This ad was the first part of a phased strategy to help you grow your overall protection book by generating sales opportunities with existing and potential clients.

1

## Phase 1 May 2011: Raising Awareness

- Launch of overall Protection Crusade including first TV ad campaign in Ireland that really set out to make people think about life cover.
- Major press, on-line and PR campaign including launch of "Guide to Protecting your Family" by Dr Mark Hamilton.

2

## Phase 2 Sept 2011: Opportunity for leads - €200m Free Life Cover

- Major investment by Irish Life to give you the opportunity to contact existing and potential customers with FREE Life Cover for a year.
- Supported with major media campaign including new sponsorship of Matt Cooper's "The Last Word" on Today FM. On-line supports such as protection tools and email campaigns.

3

## Phase 3 January 2012: A reason to buy now.

- In the current climate your clients are looking for offers and reasons why they should buy now from you.

Our 2 month cash back offer gives you a great reason at the start of a New Year to encourage people who need to protect their families to put cover in place now.



## Protection Crusade Highlights

- 75% of the target market says "Dad's Voice" TV ad is very effective at making them think about life cover. (Source: Amarach, November 2011)
- Over 80% say the ad is relevant and appropriate for current times. Source: Amarach Research Nov 2011. Adults age 30-45.
- Over 20,000 people signed up for our Free Cover Campaign.
- Over 150,000 adults each day listen to The Last Word and hear protection messages. (JNRI)
- Over 50,000 people started a protection plan with Irish Life last year. (Source: Irish Life January 2012).

## \*What's the €1 million cash back promotion?



- Submit a new Irish Life protection plan application between 16 January and 2 March 2012. The plan must be paid by monthly direct debit and must issue by 27th April 2012.
- Once your clients have paid their first 2 months payments, we will give them a cash back payment for those payments.
- The minimum cash back payment will be €50 and the maximum will be €1,000 (a maximum monthly payment of €500 for cash back purposes).
- All Irish Life protection products are included – Life Term Cover, Life Mortgage Cover, Life-Long Cover, Pension Life Cover, 50+ Easy Life Cover and Income Protection – and normal minimum payment levels apply.
- As you'd expect the offer is limited to one per person and only one cash back payment will be made per plan and the offer won't apply to replacement business with Irish Life. It won't apply if there are delays or missed payments on the direct debit payments also. When the first two payments are made, we will issue the cash back payment within 60 days. This is a summary of the main terms and conditions – for more details see [www.irishlife.ie/cashback](http://www.irishlife.ie/cashback).

**2 months cash back – maximum of €1,000 and a minimum of €50**

Here are two examples of the cash back reward. The first example shows where the minimum cash back of €50 would have been paid and the second one where a higher cash back payment would be due.

**1**

### Life Term Cover application with €15 a month payment – cash back of €50

23 January: Application submitted  
25 January: Plan accepted and issues  
1 February: 1st payment of €15 paid  
1 March: 2nd payment of €15 paid  
Cash Back of €50 issued within 60 working days

**2**

### Income Protection application with €100 a month payment – cash back of €200

23 January: Application submitted  
13 February: Plan accepted and issues  
1 March: 1st payment of €100 paid  
1 April: 2nd payment of €100 paid  
Cash Back of €200 issued within 60 working days

## Summary of Key dates

- **16th January** Offer launches
- **2nd March** Closing date for applications
- **27th April** Final date for cases to issue

We will issue the cash back payment within 60 days of your customers' second payment being made.

# €1m Cash back promotion summary

The €1m cash back promotion will be advertised across national media to make as many people as possible aware of the offer. We're finalising our media plans for launch which should include:

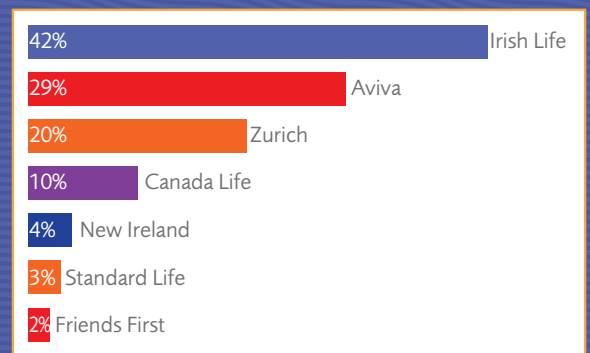
- TV Campaign – promoting the offer across all National and Digital stations including RTE1 & 2, TV3, E4, Sky News and Sky Sports
- Email campaigns, for example to help you target customers who signed up for Free Cover.
- Press campaign in papers such as Irish and Sunday Independent. Radio - competition on the Last Word on TodayFM (Matt Cooper /TodayFM picture)
- National PR campaign promoting benefits of having life cover and why Irish Life are the number 1 life cover provider.
- Customer DLs and adviser newsletters



## Irish Life – Ireland's Number 1 Protection Supporter

In our business we know how important it is for people to ensure that they've got the right cover with the right people. Here are some of the reasons to back the claim that we are Ireland's Number 1 when it comes to protection.

- We provide life cover of over €86 billion to over half a million people. (Source: Irish Life, January 2012)
- Over the last 5 years we've paid over €1 billion in protection benefits to thousands of Irish families. (Source: Irish Life, January 2012)
- Voted "Best Life Office" by Independent Financial Advisers. In 2011 we won awards from both the IBA & PIBA for being the top life office overall.
- The public think of Irish Life first, according to research by Amarach. 42% of the key 30-60 age group said Irish Life is the first life and pension brand they think of – significantly ahead of all other major providers. People tend to be more willing to buy the brands that they're familiar with.



Source; Amarach Research Nov 2011.

