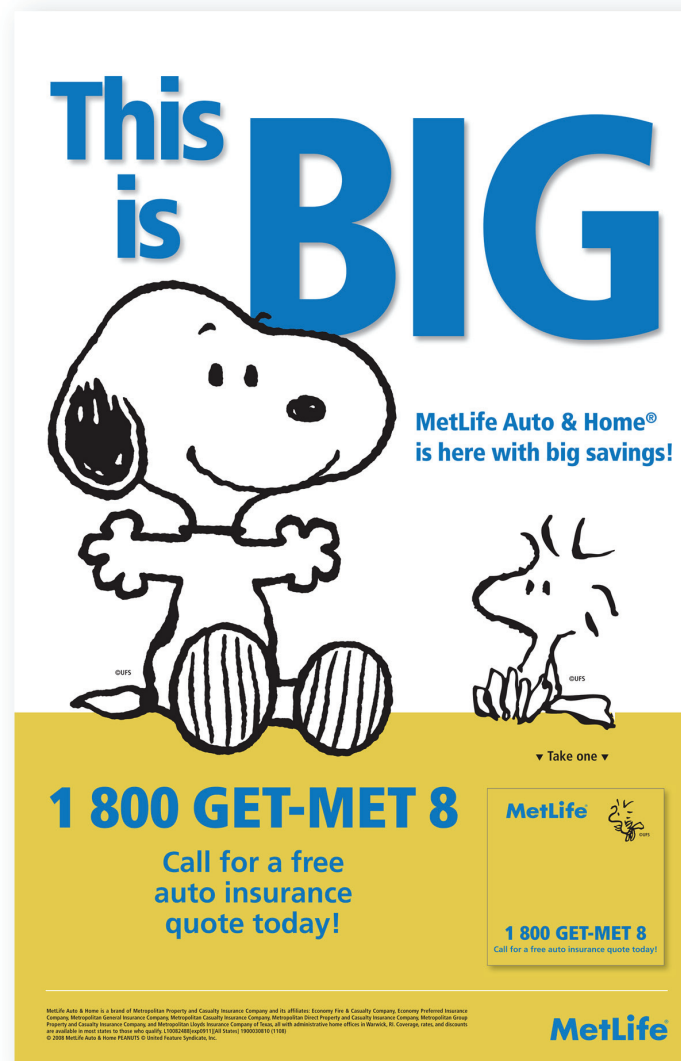


Posters



## MetLife Auto & Home Voluntary Benefit Promotion

### Challenges:

Need to build excitement about new employee benefit provided through MetLife institutional clients

Need to motivate employees to call for insurance quote

### Solutions:

A two-part campaign first built anticipation and then announced kick-off, using MetLife's recognizable Snoopy graphics

Tactics including workplace collateral, online channels and direct mail promoted "big savings" and yielded good results