

Standard Promotional Plan

Effective communication means more than just a one-shot effort. Staying in touch with the company's employees requires planning. Aon provides a range of materials to keep the employees informed, remind them of important issues and keep the lines of communication open.

	Item	Description	Delivery Method/Audience
Six Weeks from Enrollment	Announcement and Reminder E-Blasts (Manager & Employee)	<ul style="list-style-type: none"> Alerts managers to the enrollment and the importance of their assistance Provides list of upcoming activities and instructions for local managers 	Email to onsite HR managers
Four Weeks from Enrollment	Onsite Promotional Materials (Ex. Posters, flier, table tents)	<ul style="list-style-type: none"> Onsite marketing vehicles promote key messages to employees Initial communications of enrollment start date 	Ground Delivery to up to 5 locations
Three Weeks from Enrollment	Postcards	<ul style="list-style-type: none"> Promotional piece sent directly to homes Ensures spouse is alerted to enrollment 	First Class Mail to each employee address
One Week from Enrollment	Enrollment Guides	<ul style="list-style-type: none"> Prepares employee for their one-to-one session Provides instructions to enroll and basic description of each benefit choice 	Ground Delivery to up to 5 locations
After Enrollment Begins	Reminder E-Blast	<ul style="list-style-type: none"> Alerts manager/ employee that enrollment has begun and that they still have time to enroll 	Email to onsite HR managers

New Hire Communication Plan

If benefit brochures are requested for new hire enrollment, brochure quantities must be requested at time of OE print production. Quantities should be based off a prior 12-month number of new hires based client data files. Client will pay postage related expenses for all new hire materials. This supply is intended to cover 12-months of new hires. If client has acquisitions, Aon will supply additional materials to cover the number of eligible employees per acquisition. Additional quantities, if needed, can be printed at client's expense.

Communications Campaign Grid

# of BEEs	Announcement and Reminder E-Blasts (Manager & Employee)	Onsite Promotional Materials (posters, flier, table tents)	Benefit Brochure	Open Enrollment Insert	6" X 11" Postcard	Fulfillment & Postage Costs	Educational Website (up to 10 pages)	Translation Services	Custom Design
500 +	✓ PDF sent via email to HR to post	✓ Drop shipped up to 3 per 50 EEs or 1 per location	✓ 4 page self-cover brochure PDF format.	Not Available	Not Available	✓ Pass through costs	Not Available	✓ Pass through costs	Not Available
1,200 +	✓ PDF sent via email to HR to post	✓ Drop shipped up to 3 per 50 EEs or 1 per location	✓ 4 page self-cover brochure	✓ Included with Benefit Brochures	✓ Cost: \$0.48/BEE for postage and fulfillment	✓ Pass through costs	Fee for Service	✓ Pass through costs	Not Available
2,500 +	✓ PDF sent via email to HR to post	✓ Drop shipped up to 3 per 50 EEs or 1 per location	✓ 16 page self-cover brochure	✓ Included with Benefit Brochures	✓ Cost: \$0.48/BEE for postage and fulfillment	✓ Pass through costs	Fee for Service or in lieu of a printed brochure	✓ Pass through costs	Not Available
5,000 +	✓ PDF sent via email to HR to post	✓ Drop shipped up to 3 per 50 EEs or 1 per location	✓ 16 page self-cover brochure	✓ Included with Benefit Brochures	✓ Cost: \$0.48/BEE for postage and fulfillment	✓ Pass through costs	✓ Available	✓ Pass through costs	Fee for Service
10,000 +	✓ PDF sent via email to HR to post	✓ Drop shipped up to 3 per 50 EEs or 1 per location	✓ 16 page self-cover brochure (2 versions)	✓ Included with Benefit Brochures	✓ Cost: \$0.48/BEE for postage and fulfillment	✓ Pass through costs	✓ Available	✓ Pass through costs	✓ Available