

New York Life Insurance Company



MEET THE CLIENT New York Life is the largest mutual life insurance company in the United States, and one of the largest life insurers in the world. Not hard to believe given NYL's network of more than 10,000 employees and 12,250 licensed Agents at work in all 50 states – plus Mexico.

PROJECT NYL had developed NYL Secure Care, a new long-term care insurance product with an industry-leading dividend opportunity. To inform their nation-wide network, NYL's Long-term care insurance marketing team was looking to put together a product promotional kit to send to their agents.

GOALS

- Communicate product benefits in a memorable way
- Provide employees and agents with interactive collateral material
- Generate leads and inquiries

PLAN OF ACTION NYL's Long-term care insurance marketing team came to American Slide-Chart / Perrygraf to produce an educational tool they had designed to highlight a key feature of their new product, NYL Secure Care. The slide chart illustrated the total savings of the policy over the course of time; as you pulled the slide you were able to view the total savings from the dividend each year. NYL chose this format because they wanted a unique and interactive piece that would be an effective teaching tool, rather than the usual printed pages that are likely to be overlooked or tossed out. This piece was one of many collateral pieces that were included in the product promotional kit to be sent out to NYL's agents and sales offices across the country -- and proved to be one of the "most appreciated."

RESULTS Brion Angers, a member of NYL's Long-term care insurance marketing team, received very positive reviews for incorporating the slide chart in the promotional kit. "People love the interactivity and uniqueness of the chart. The sliding mechanism works perfectly for our intended message and it really makes us look sharp!" This slide chart is the most recent project that NYL has collaborated on with us. They have been working with ASC / PG since 2000 to produce slide charts for several different projects. "We look forward to working with American Slide-Chart again in the future," said Brion.

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