

INSURANCE

AGENCY | CLAIMS ADJUSTER | RISK MANAGER | UNDERWRITER | ACTUARY



CN-494 Individual LifeSavers

- Life Saver themes for life, health and accident insurance promotions
- Handouts at conferences, fairs and outdoor events
- Available in peppermint or 5 flavor
- Include in welcome baskets
- Name brand candy with LifeSaver molded into the candy
- As low as \$.21



CK-201 Andes Thins

- Seminar and event handout
- Name brand premium candy
- Green or gold foil options
- High end meeting handout, prospect and employee meetings
- Tag lines of Worth a Mint, and Refresh-mint
- As low as \$.26



PK-622 1.5 oz Pill Bottles

- Play off of "cure", "prescription" and "health" themes
- Choice of fills for supporting theme or tailoring budget
- Mailing piece for prospecting
- Handout for group sales presentations or customer calls
- As low as \$2.81



PK-450 Rectangle Candy Cards

- Trade show and sales call handout
- More impact than a business card
- Prospects or existing customers keep the candy card for weeks until the mints are eaten
- Taglines of thanks a mint, and achieve mint
- As low as \$1.18

CASE HISTORY

A general insurance agent wanted to be more effective with the short presentations he was making to small groups of potential customers. The presentations were geared toward his ability to cure the prospects' insurance problems. The agent used our small pill bottle filled with jelly beans with the insurance agency's graphics and instructions to "take 2 jelly beans and call the agent for immediate relief of property and casualty risk". A detailed listing of symptoms included high premiums, unresponsive claims adjusters and high deductibles. The pill bottles were distributed during the agent's presentation and supported his topics and brought some humor to an otherwise serious subject.

