

From initial concepts to employees' mailboxes — in four weeks.

When you need it fast, call Allegro.

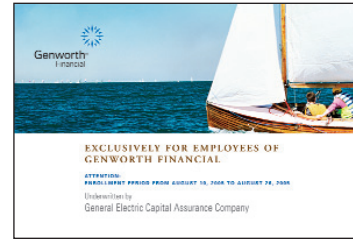
The Long Term Care Insurance Division of Genworth Financial needed to launch a new product — Group Long Term Care Insurance. And, they needed it done fast. The first “customers” for the group coverage were to be Genworth’s own employees.

Due to the excitement surrounding this new product, it was important to create the marketing and fulfillment materials as quickly as possible. Genworth requested that Allegro develop brand new communications to introduce Group Long Term Care Insurance to Genworth employees. We were asked to design attention-getting, up front postcards and direct mail packages, and create a complete fulfillment kit to explain product details and benefits, pricing, and the easy enrollment options.

In less than one month, Allegro created the introductory direct mail components, informational brochures and sell sheets, and corresponding e-mail communications to build awareness of the upcoming Employee Enrollment Period. In addition, a fulfillment kit was designed, produced, and delivered to employees’ mailboxes in time for the start of the offer.

Targeting an audience familiar with insurance products, we emphasized the specific need for Long Term Care Insurance. Most importantly, we made the plan features quick and easy to understand and the application process as simple as possible. The primary message of the marketing efforts focused on the need for employees to help protect themselves and their families from the high cost of long term care.

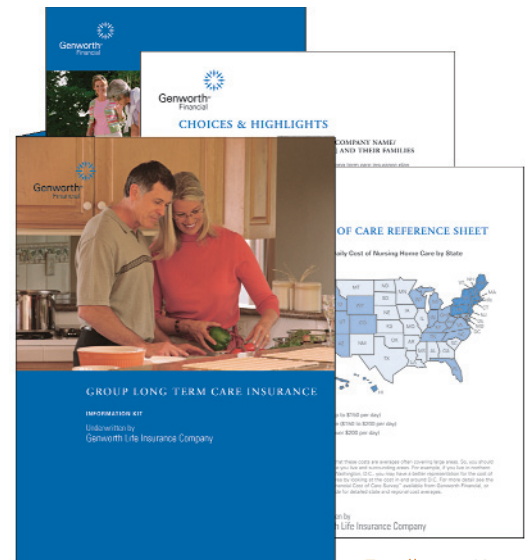
The program has already seen amazing results, and Genworth is very pleased with the response. Within just one month of the product launch, over 1,000 policies have been written for Genworth employees. In fact, the enrollment period was extended to accommodate additional employees. And, Allegro continues to develop versatile materials for other companies who plan to offer Genworth Group Long Term Care Insurance to their employees.



Postcard



Direct Mail



Enrollment Kit



Need to launch a new product?
Want it done right now?
Call Allegro at 630.495.1600.