



**External DEIB Marketing Campaign**  
AFCO Direct



## AFCO Direct Insights with Interns LinkedIn Series

### Objectives

Amplify the voices, experiences, and diverse perspectives of the next generation entering our workforce

### Strategy

Showcase how interns contribute unique viewpoints that enhance our culture, innovation, and collaborative problem-solving.

### Execution and results

“Insights with Interns” has become both a recruitment asset and a cultural touchstone—helping attract diverse talent, engage employees, and reinforce that everyone’s story has a place here.

### Learn more here!

[Episode 1](#) [Episode 2](#) [Episode 3](#) [Episode 4](#) [Episode 5](#)





**In-Person Exhibit Booth/Display**  
AFCO Direct



## **AFCO Direct's Exhibit at Accelerate Powered by NetVU 2025**

### **Objectives**

Demonstrate how our integrated payment solution, PayMyPremiums® alleviates burdens so agents can focus on growth with time leftover to relax.

### **Strategy**

Position AFCO Direct as a leading technology company that can give agents back the time to grow their business by leveraging our technology.

### **Execution and results**

Best-ever client/prospect engagement at an event where AFCO Direct has exhibited for countless years. All major metrics improved year over year (booth traffic, leads, engagement, attendance)

### **Learn more here!**

[AFCO Direct at Accelerate - LinkedIn Post](#)

[AFCO Direct 2025 Booth Video at Accelerate](#)





**Video on a Shoestring**  
AFCO Direct



## **AFCO Direct's 2025 North American Sales Meeting Opening Video**

### **Objectives**

Set an inspirational tone, energize attendees, and align the audience around the theme "Building Monumental Opportunity".

### **Strategy**

Connect the theme to the city's iconic monuments to reinforce perseverance, unity, and long-term vision

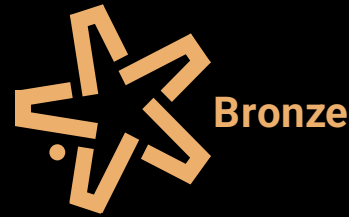
### **Execution and results**

By combining polished storytelling with authentic, unscripted moments, the project delivered outsized impact on a shoestring budget; demonstrating that thoughtful strategy and creativity can drive meaningful engagement without large-scale production resources.

**Learn more here!**

[AFCO Direct-NASM-Opener-Video](#)





## Overall Social Channel Presence (single channel) Berkley Construction Professional

### Berkley Construction Professional (BCP) LinkedIn Page

#### Objectives

To deliver real value to brokers and policyholders while differentiating BCP as a leader in construction professional and pollution liability marketplace.

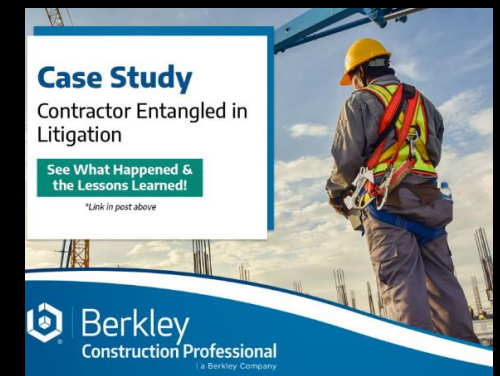
#### Strategy

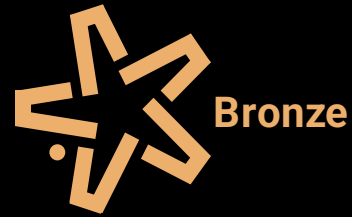
We created content around five pillars: thought leadership, broker education, culture and people, event engagement, and brand awareness.

#### Execution and results

We achieved a more efficient and higher-impact presence. Followers grew 22%, while our content reached 31 times our year-end follower count. Engagement climbed to an impressive 10%, validating the relevance and resonance of our content.

Follow Us on LinkedIn!





## Blog/Article – Single Piece Berkley Construction Professional

### 10 Years & Building: Celebrating a Decade of Berkley Construction Professional

#### Objectives

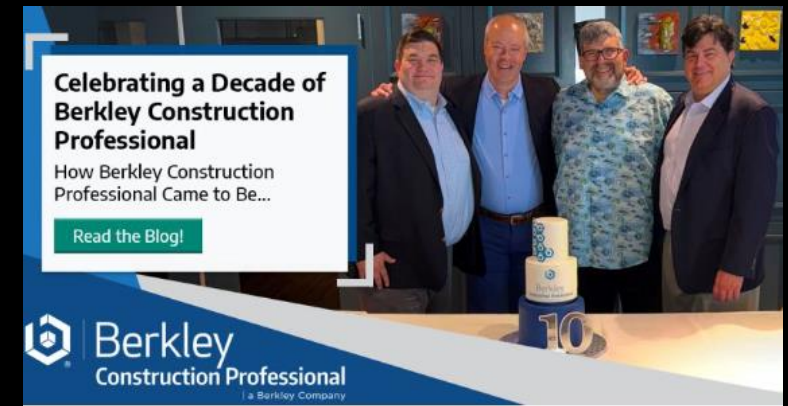
We partnered with four founding leaders to tell the story of Berkley Construction Professional's first 10 years.

#### Strategy

Through a Blues Brothers-inspired narrative, the article humanized our founders, showcased their distinct voices, and underscored the entrepreneurial spirit that built the business.

#### Execution and results

The result was a strategic storytelling moment that strengthened trust, sparked engagement, and positioned the company for growth. The content generated 1,445 website views, with nearly one-third of readers scrolling through 90% or more of the article.



**Read the Article!**







**Video Campaign**  
Berkley Environmental



**Berkley  
Environmental™**  
| a Berkley Company



## Insurance Pros Spilling The Tee: Season 3

### Objectives

- Expand national presence by spotlighting regional expertise, with Season 3 focused on the Southeast market.
- Strengthen engagement by blending insurance insight with dynamic, personality-led video content.
- Broaden audience reach through a strategic partnership with a leading voice in the insurance industry.

### Strategy

Berkley Environmental elevated its in-market presence by creating content that feels more relevant and engaging for today's insurance professionals. Partnering with The Hard Market, one of the industry's most followed voices (66K Instagram, 31K LinkedIn), introduced an external perspective, sourced audience questions, and increased shareability to extend reach to new audiences.

### Execution and results

- 480 videos reposted (via LinkedIn)
- 783 followers gained
- 93,221 views accrued
- 77,551 impressions garnered
- 590 hrs. of watch time generated





**Berkley  
Environmental™**  
| a Berkley Company



## Social Media Campaign Berkley Environmental

## Risk It or Skip It

### Objectives

- Deliver clear, memorable appetite guidance in a visual format that resonates with brokers.
- Simplify complex underwriting scenarios through a gamified format that helps brokers quickly understand what Berkley Environmental will write and why.
- Create both short- and long-form video content tailored for LinkedIn, Instagram, and YouTube.

### Strategy

Berkley Environmental addressed a key broker challenge: understanding a carrier's appetite. Risk It or Skip It was developed to simplify complex underwriting scenarios through a clear, visual, and gamified format. Each episode highlights real-world risks while introducing the underwriters behind the decisions, making the content more approachable and strengthening connections with brokers. This approach turns appetite education into a clear, memorable, and engaging experience.

### Execution and results

- 1,000+ organic followers gained across all platforms throughout eight-month campaign
- 57,543 impressions garnered
- 169.5 hrs. of watch time generated
- 18 episodes produced and distributed biweekly





**Berkley  
Environmental™**  
| a Berkley Company

**Most Out-of-the-Box Idea**  
Berkley Environmental



## Insurance Pros Spilling The Tee: Season 3

### Objectives

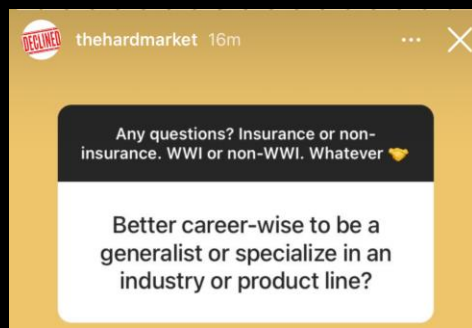
- Challenge expectations by creating insurance content that moves beyond overly formal, conventional formats and feels more like entertainment than traditional B2B content.
- Expand reach by partnering with The Hard Market to connect with new, digitally engaged audiences.
- Highlight national reach by featuring a different Berkley Environmental region each season, with Season 3 focused on the Southeast region.

### Strategy

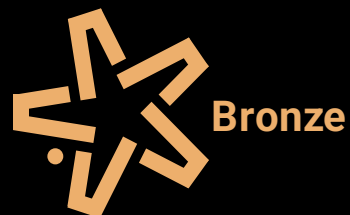
Berkley Environmental built Insurance Pros Spilling The Tee on the idea that insurance content does not need to be overly formal or traditional. Filmed on a golf course with no scripts or corporate polish, the series leans into spontaneity, personality, and real conversation. To expand reach, Berkley Environmental partnered with The Hard Market — one of the most followed voices in the industry (66K Instagram, 31K LinkedIn).

### Execution and results

- 480 videos reposted (via LinkedIn)
- 783 followers gained
- 93,221 views accrued
- 77,551 impressions garnered
- 590 hrs. of watch time generated







**Berkley  
Environmental™**  
| a Berkley Company



## Video Campaign Berkley Environmental

## Talking Shop

### Objectives

- Simplify complex environmental insurance topics through conversations with internal experts.
- Strengthen Berkley Environmental's position as a thought leader by sharing timely, relevant insights.
- Deliver practical, broker-informed content that supports real-world underwriting and client conversations.

### Strategy

Talking Shop was created to make technical insurance topics more approachable through natural, expert-led conversations. Episodes focus on real market trends, underwriting considerations, and risk management themes that matter most to brokers. To ensure relevance, Berkley Environmental gathered questions directly from broker partners and used those insights to guide episode development, creating content that is both informative and immediately useful.

### Execution and results

- 1,034 followers gained throughout eight-month campaign
- Direct referral resulting in a \$275,000 premium opportunity
- 14,742 views accrued
- 28,504 impressions garnered
- 85 hrs. of watch time generated





## Reverse Discrimination Claims on the Rise Objectives

This article was developed to further position Berkley Select as subject matter experts and trusted authorities on emerging EPL exposures, strengthen brand credibility, and educate businesses of the shifting legal environment and increased exposure to EPL claims.

## Strategy

Our underwriting and claim experts offered insightful commentary on legal trends and cited a recent Supreme Court case that is impacting the industry. Additionally, they provided practical guidance for employers looking to mitigate their EPL risk. This balanced, authoritative perspective resonated with both insurance professionals and business owners. The article was published by Risk Management magazine in July 2025.

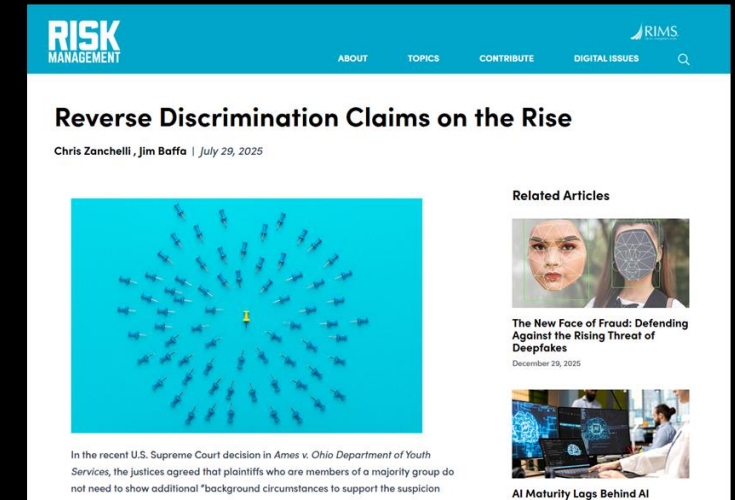
## Blog/Article – Single Piece Berkley Select

### Execution and results

The article generated 53,000 sessions and 37,000 pageviews. LinkedIN promotions achieved 2,700+ impressions and a 9% engagement rate, nearly double the industry average.

The article sparked sustained interest well beyond its publication date, leading to multiple high-value marketing opportunities. Our subject matter experts were invited to participate in webinars with Zywave - a leading risk management consultant, and the Professional Liability Underwriting Society (PLUS).

These follow-on engagements significantly extended the life and impact of the content, reinforcing Berkley Select's reputation as a trusted voice on emerging EPL issues.



Link to article: <https://www.mmamagazine.com/articles/article/2025/07/29/reverse-discrimination-claims-on-the-rise>



## Other Event/Experience (In-Person or Virtual)

### Berkley Select

## Mini Golf Employee Philanthropy Event

### Objectives

This employee philanthropy event was a fun, high-engagement way to collect food donations for a local pantry while strengthening teamwork and camaraderie in our Chicago office.

### Strategy

Employees formed teams, each tasked with donating non-perishable food items and using them to design a creative mini-golf hole in the office. On event day, teams had 2 hours to build their holes before the tournament began. All employees were encouraged to participate in a "round of golf" with prizes going to the top 3 winners.

### Execution and results

The fundraiser collected over 600 food items which were donated to Nourishing Hope, one of Chicago's largest food-access pantries. The event generated excellent participation, enthusiastic feedback, and strong engagement from employees.







## Event Attendee Materials - Agenda, Invitations, Etc. Berkley Service Professionals

### 1920's Gatsby-Themed Broker Event – Event Materials Objectives

Create a cohesive, high-impact suite of touchpoints that elevated the broker experience at every stage, each reflecting 1920s glamour, elegance, and exclusivity.

### Strategy

Enhance the Biltmore Estate event with cohesive, 1920's-inspired touchpoints that reinforce the exclusivity and deliver a sophisticated end-to-end brand experience.

### Execution and results

Delivered a visually striking, immersive Gatsby-themed experience that captivated brokers, deepen high-value relationships and increased engagement.



A Roaring Good Time  
with Berkley Service Professionals  
Asheville, NC  
September 23, 2025 - September 26, 2025  
The Biltmore Estate

| Monday, September 23, 2025    | 6:00 AM - 8:00 AM   | Guest Check-in                                                                                            |
|-------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------|
|                               | 8:00 AM - 10:00 AM  | Welcome Reception and Brunch<br>Auditorium Ball Room                                                      |
| Wednesday, September 24, 2025 | 8:00 AM - 10:00 AM  | Breakfast<br>Catalina Loft                                                                                |
|                               | 10:00 AM - 12:00 PM | Berkley Service Professionals' Business Meeting<br>Catalina Loft                                          |
|                               | 12:00 PM - 1:00 PM  | Lunch                                                                                                     |
|                               | 1:00 PM - 2:00 PM   | Bus transfer available for pick-up in the Village Social                                                  |
|                               | 2:00 PM - 3:00 PM   | Biltmore House Garden Tour<br>For a full schedule visit us at <a href="http://bse.com">bse.com</a>        |
|                               | 3:00 PM - 4:00 PM   | See you in the Biltmore Estate Village on your own                                                        |
|                               | 4:00 PM - 6:00 PM   | Club Network Open House, Cocktails<br>Catalina Terrace<br>Photo booth to celebrate our arrival at 5:00 PM |
| Thursday, September 25, 2025  | 8:00 AM - 10:00 AM  | Breakfast<br>Catalina Loft                                                                                |
|                               | 10:00 AM - 11:00 AM | Lunch                                                                                                     |
|                               | 11:00 AM - 12:00 PM | Bus transfer available for pick-up in the Village Social                                                  |



A Roaring Good Time  
with Berkley Service Professionals

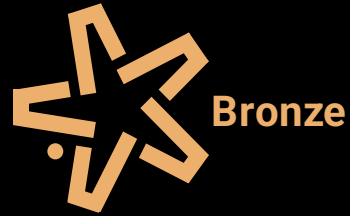
Please accept this token of our sincere appreciation and gratitude in having you join us for the past few days.

As you peruse this beautiful book, we hope that you find joy in recalling the memorable experiences we have had this week.

Thank you for your continued support and for being valued partner of Berkley Service Professionals.

Safe Travels!





**Internal Diversity, Equity, Inclusion,  
Belonging (DEIB) Communications**  
California Earthquake Authority



## **California Earthquake Authority's Year-Round Commitment to DEIB**

### **Objectives**

To recognize and celebrate diverse observances through a shared multicultural calendar.

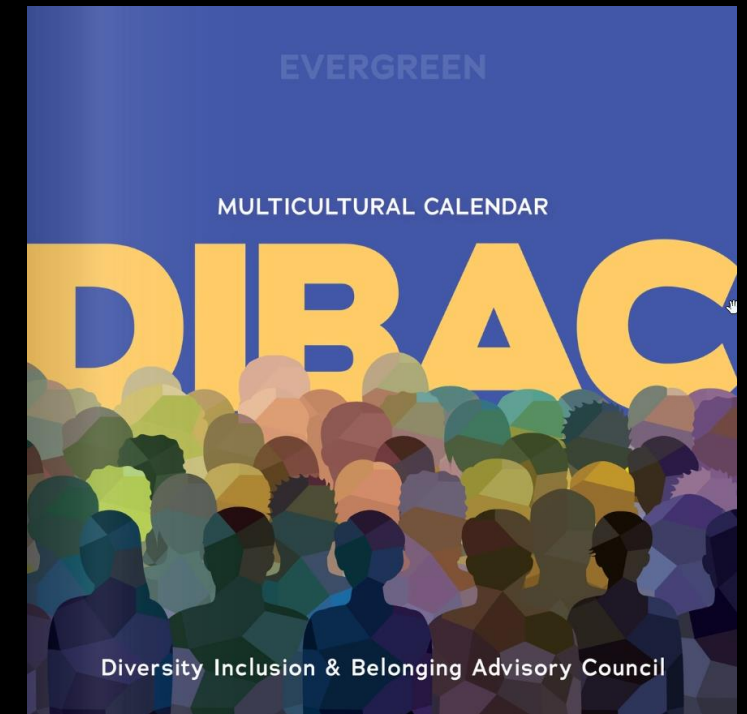
### **Strategy**

Shared calendar highlights regularly and used them to guide content and discussions.

### **Execution and results**

By using the calendar as a foundation for regular topics and discussions, a positive outcome was a more widespread approach to topics of DEIB.

**Scan to view the flipbook version!**



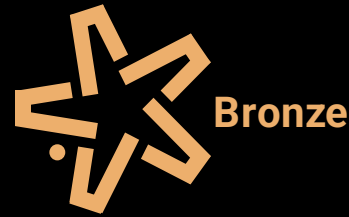


## Internal AI/Genie Campaign Objectives

Increase education and adoption of C&F's in-house ChatGPT model, Genie. Share use-case examples via employee contest to inspire others to use Genie to make work faster, smarter and more collaborative.

## Strategy

Educational videos, quizzes, training sessions, monthly employee emails, leadership support, employee contest



## Employee Communications Campaign (3 or more components) Crum & Forster



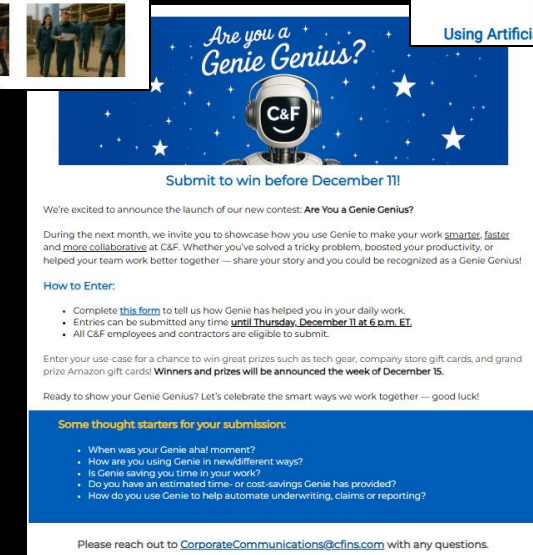
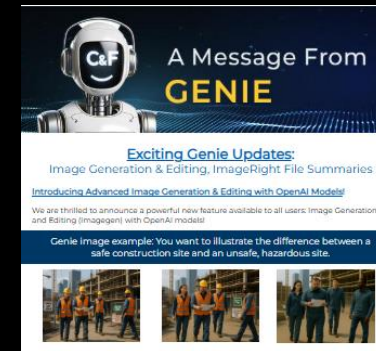
## Execution and results (as of submission date)

### Genie Adoption:

- 1 million+ prompts

### Internal Communications

- 33 all-employee emails
  - 71.5% open rate
- 10 "AI Explained@C&F" videos
  - 1,000+ viewers
- ~ 200 respondents for 2 quizzes,
- ~250 training session attendees
- 98 "Genie Genius" Contest submissions





**Corporate Communications/Public  
Relations Campaign (three or more  
components)**  
Crum & Forster



A FAIRFAX COMPANY

## The Once & Future C&F: Elevating Thought Leadership and Brand Legacy

### Objectives

Drive awareness and excitement for the CEO's new book & elevate him as a thought leader in the industry, highlight C&F's evolution/enduring legacy, and secure earned media placements.

### Strategies

Pitch exclusive interview opportunities for Marc and the book to targeted publications, relevant podcasts, and amplify resulting coverage internally & externally.

### Execution and Results

The PR team secured 5 video/podcast interviews and 5 feature stories/articles. In addition, Marc's interview series in *Carrier Management* was chosen as the **number one Editor Picks for 2025**. Marc's interviews and features were potentially seen or heard by over **500,000** insurance professionals and industry stakeholders.





## Podcast – Single Episode CRC Group

### CRC *BeneFit Check* Podcast with UHC

#### Objectives

Deliver practical, executive-level insight on small-group benefits challenges.

#### Strategy

Pair CRC Benefits leadership with UnitedHealthcare's commercial business CEO to discuss level funding, plan design, and digital engagement in a timely, educational format.

#### Execution and Results

The episode generated almost 200 downloads, earned positive feedback for its clarity and relevance, and strengthened the podcast's credibility as a platform for timely benefits insight and industry dialogue.

# CRC GROUP

Scan + Save  
for later!



NEW EPISODE AVAILABLE NOW

Innovative Solutions for  
the Small Group Market

With Dan Kueter  
UnitedHealthcare CEO







## Overall Social Channel Presence (single channel)\* CRC Group

### CRC Group LinkedIn Presence

#### Objectives

Grow CRC Group's visibility and engagement with key industry audiences.

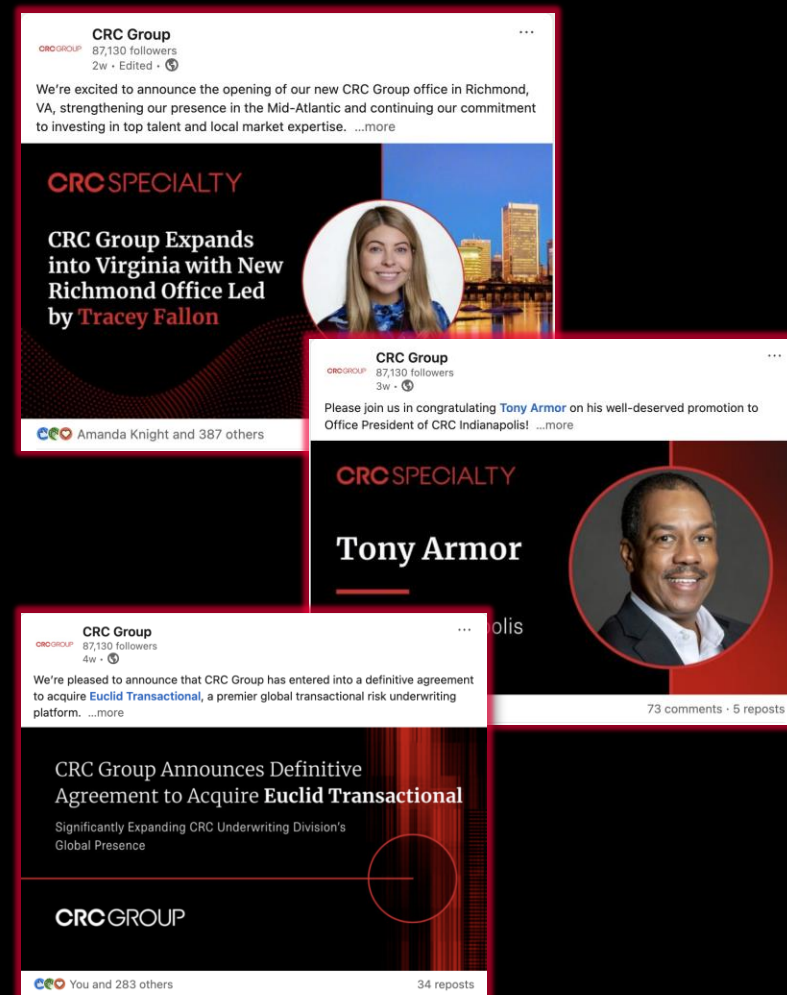
#### Strategy

Maintain a steady mix of market insight, thought leadership, news, and culture content.

#### Execution and Results

By December 31, 2025, CRC Group's LinkedIn page reached 85,000 followers, averaged about 2,900 new followers per month, generated 58,284 shares, and drove 158,629 referral sessions to crcgroup.com.

# CRCGROUP





## Long-Form Instructional Guide CRC Group

# CRC GROUP

## CRC Group Brand Guidelines

### Objectives

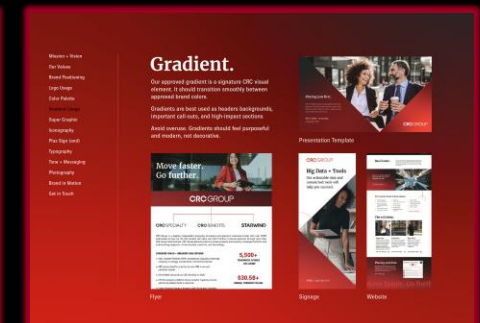
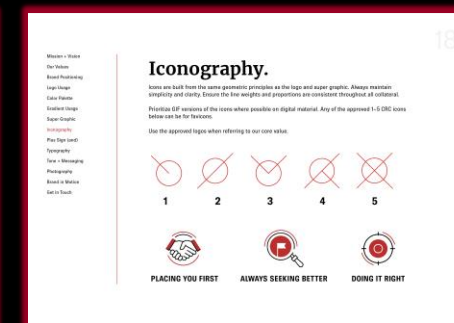
Create a clear brand resource for consistent CRC Group communications.

### Strategy

Build a practical guide covering messaging, visuals, tone, and usage standards.

### Execution and Results

The guidelines improved brand consistency, reduced misuse, and streamlined content creation across teams.





## Direct Mail Advertisement CRC Group

# CRC GROUP

## Alpine Rio Rebrand Die Cut Mailer

### Objectives

Reintroduce Alpine Rio with a refreshed, more memorable brand presence.

### Strategy

Use a bold, tactile mailer to stand out with retail agents.

### Execution and Results

CRC distributed 2,500 mailers that generated stronger brand recognition, increased inbound inquiries, scheduled meetings, and lifted website traffic, with recipients and internal teams noting the design's clarity and impact.





## Best Redesign/ Refresh Campaign CRC Group

### CRC Group Rebrand

#### Objectives

Unite CRC's divisions under a clearer, more cohesive brand identity with 17 rebrands, and more to come.

#### Strategy

Rebrand key platforms, collateral, websites, systems, and communications across the organization.

#### Execution and Results

The enterprise-wide rebrand launched across websites, flyers, email campaigns, quoting platforms, and operational systems, strengthening market clarity and driving a 20% increase in branded material requests.

# CRC GROUP



## CRC GROUP

## CRC BENEFITS

## CRC SPECIALTY

## STARWIND

A CRC GROUP COMPANY





## "ICYMI" Article Email Series

### Objectives

Make Tools + Intel content easier for busy retail agents to consume.

### Strategy

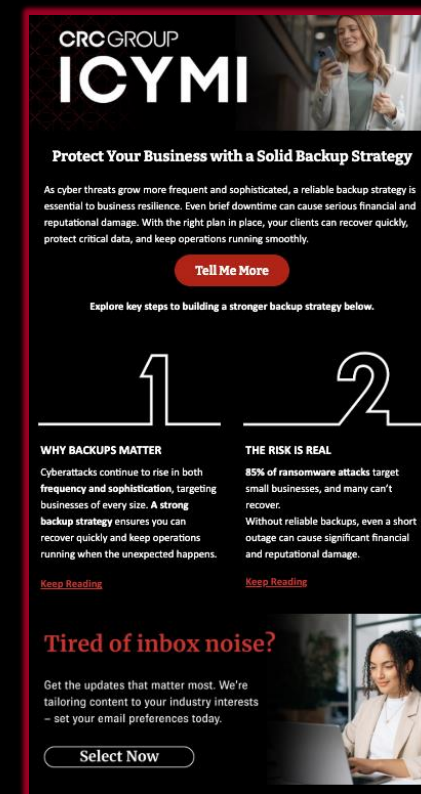
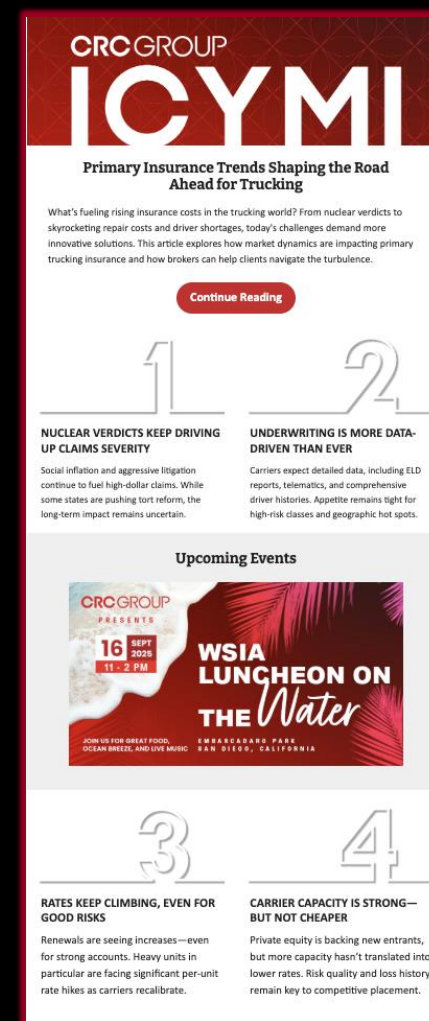
Turn individual articles into concise, actionable email summaries.



## Promotional Email Campaign CRC Group

### Execution and Results

ICYMI became one of CRC Group's highest-performing email series, averaging a 42% open rate, driving traffic to crcgroup.com, and extending the reach and lifespan of Tools + Intel content.





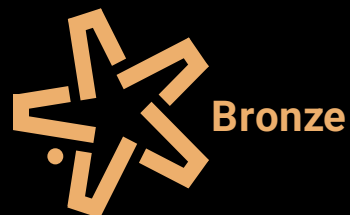
## Branded Solo Stove Email Campaign

### Objectives

Secure meetings with previously unengaged retail healthcare prospects.

### Strategy

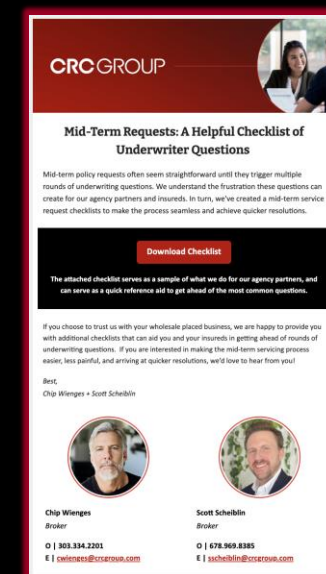
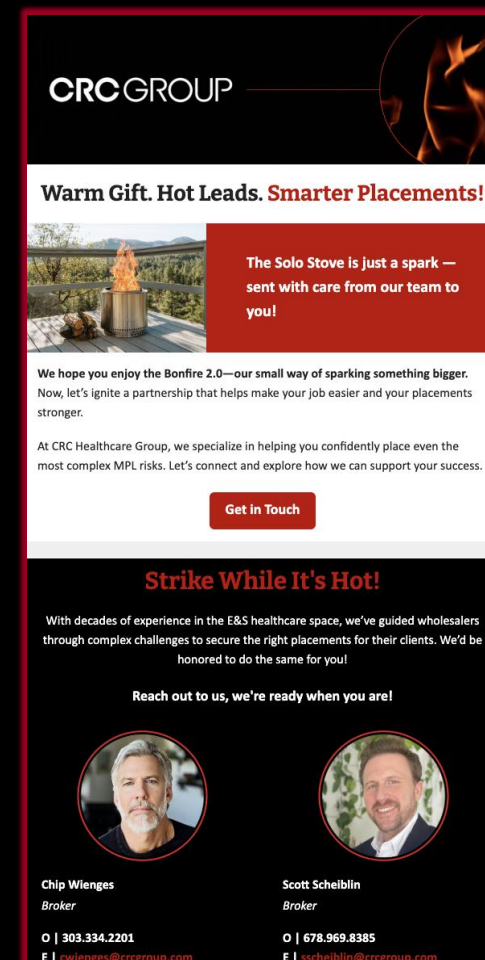
Pair a distinctive branded gift with sequenced, targeted email outreach.



## Promotional Email Campaign CRC Group

### Execution and Results

The campaign scheduled 4 meetings from 10 prospects, achieving a 40% conversion rate.





## Connect Intranet Redesign

### Objectives

Improve employee connection, productivity, and access to company resources.

### Strategy

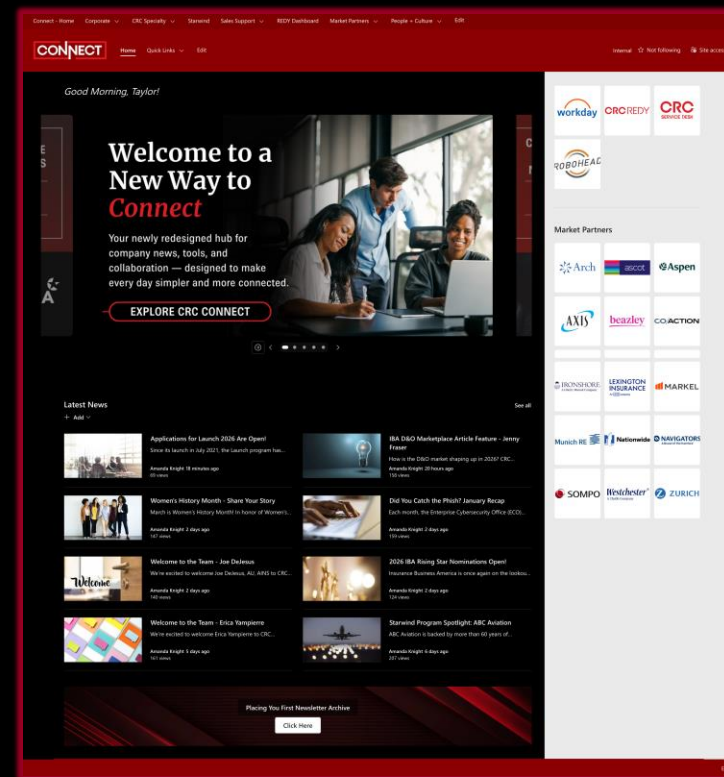
Redesign Connect as a more intuitive, personalized, and mobile-friendly intranet hub.



## Internal Website (Intranet) CRC Group

### Execution and Results

Within 30 days, Connect engagement increased 175%, average time spent per user rose 193% to more than 20 minutes per visit, and peak usage reached about 1,000 employees per hour.





# CRC GROUP

## Retailer Women's Retreat in Key Largo

### Objectives

Strengthen partner relationships and support women leaders in insurance.

### Strategy

Create an intimate retreat focused on connection, leadership, and meaningful dialogue.

### Other Event/Experience (In-Person or Virtual) CRC Group

### Execution and Results

The inaugural retreat brought together about 35 female leaders and rising professionals, earned 100% interest in returning, sustained post-event engagement, and established a strong foundation for an annual initiative.







## Virtual Engagement/Brand Experience Event Continental Western Group (CWG)

### The Voyage to Success Launch

#### Objectives

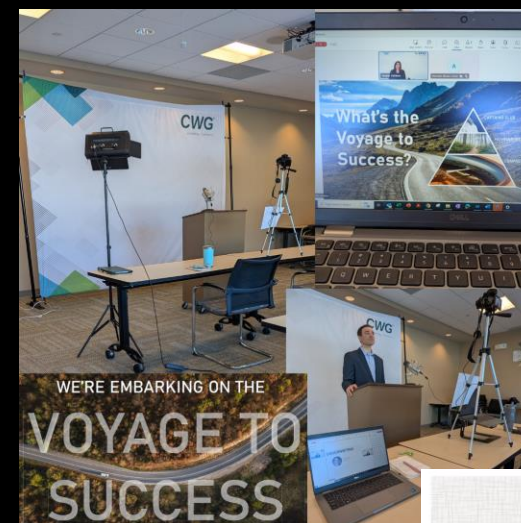
Launch new tiers for appointed agents.

#### Strategy

Implementing new segmentation program designed to encourage growth by providing agencies with the correct resources, support, and communication strategies.

#### Execution and results

Hosted virtual launch events with coordinating communications. Event participation was high, and we saw written premium growth up between 12-21% during 2025 within the different tiers.





**Video on a Shoestring (small/medium companies)**  
**EMPLOYERS**



## **Cooking Up Coverage Policyholder Video Series**

### **Objectives**

Strengthen EMPLOYERS' position in the hospitality segment by creating a more authentic, relatable way to connect with restaurant and brewery owners while equipping agents with compelling, industry-specific sales storytelling.

### **Strategy**

Develop a video-first content series that moved beyond traditional insurance messaging by spotlighting real hospitality businesses, their stories, and the operational risks they face, reinforcing EMPLOYERS as both a coverage provider and industry partner.

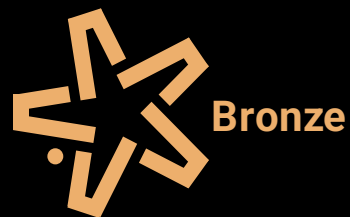
### **Execution and results**

EMPLOYERS launched *Cooking Up Coverage* as an on-location hospitality storytelling series amplified across social, agent, and digital channels, with the first standalone feature surpassing 2,500 views, campaign engagement nearly doubling year over year, and comments rising more than 140% while creating a scalable bank of hospitality-focused sales content.

**Learn more here!**

**<https://www.employers.com/resources/cooking-up-coverage/>**





## Newsletter (Print & Digital) Frankenmuth Insurance



## The Scoop! Quarterly Agent Newsletters

### Objectives

Produce a more engaging agency partner newsletter.

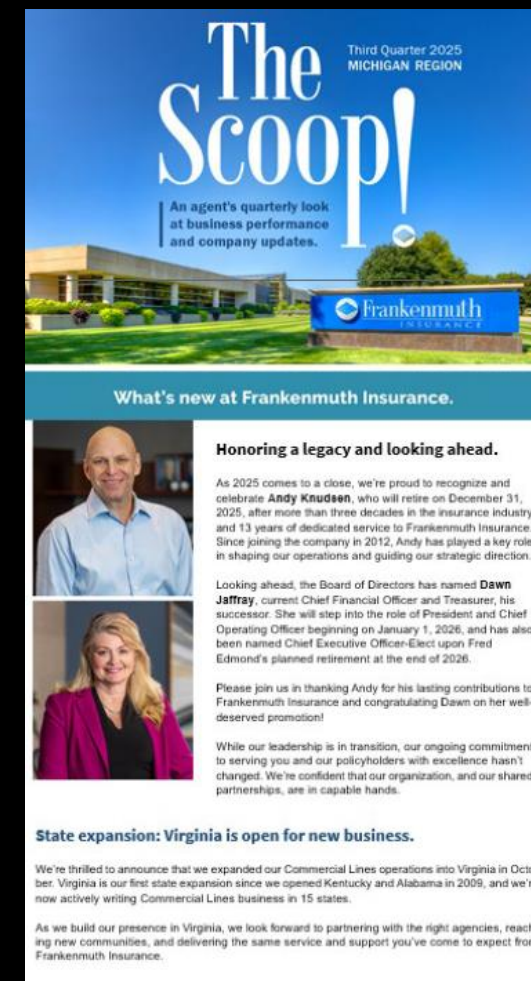
### Strategy

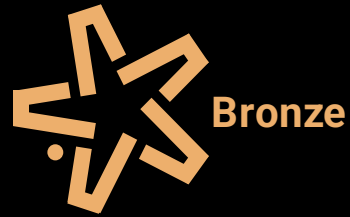
Overhaul the legacy design and content to be more aesthetically pleasing, with shorter copy points and more promotional/value-added resources.

### Execution and results

We produced an e-newsletter that was distributed by operating region to all agency subscribers.

Our open rates surpassed goal, with 39% on the low end and 62% on the high end.





**Promotional Video**  
Frankenmuth Insurance



## SimpliFI Small Commercial Appetite Video

### Objectives

Convey our underwriting appetite to agents to promote our new small commercial program, SimpliFI.

### Strategy

Take key elements from our written/printed appetite guide and convey key business classes in a video format.

### Execution and results

We sent this out via our agent blog and surpassed our goal, with 120 unique views.







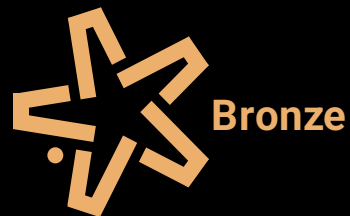
## Corporate Holiday Greeting Video

### Objectives

Engage with our agents and policyholders at year-end with a holiday message that embodies our company culture.

### Strategy

Engage all employees to submit moments/images that embody “the feels” of the holiday season for a video deliverable.



## Video on a Shoestring (small/medium companies) Frankenmuth Insurance

### Execution and results

We sent this holiday video out via our agent blog and posted it to our Facebook page. It surpassed previous static message views, with 1,602 video views.

Employees and agency partners also shared overwhelmingly positive feedback.





## Social Media Campaign Frankenmuth Insurance



## Frank the Dog

### Objectives

Drive increased user engagement with our “Frankly Speaking” series on Facebook and Instagram.

### Strategy

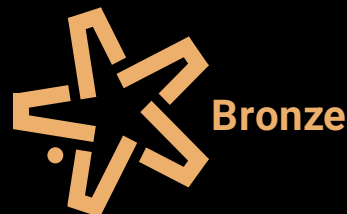
We developed a company mascot character, a Dachshund named “Frank,” to make light of standard industry tips featured in the series.

### Execution and results

Frank was featured in the Frankly Speaking series and we introduced a new Frank the Dog video series.

Both series were two of our top four visual series for the year, garnering over 484K impressions, 229K reach, and 13K video views.





# Fuzion

## Promotional Brochure: Company or Capabilities

Fuzion

### Fuzion Tri-fold Brochure

#### Objective

Introduce Fuzion's new Signature Services in a clear, easy-to-grasp format. Create a memorable, conference-ready piece for an engaging overview that is easy to take home.

#### Strategy

Use a compact 4.5x3 tri-fold brochure to stand out and guide readers through who we are and what's new. Add a QR code for quick access to full details online.



#### Execution and results

Produced a polished, easy-to-navigate brochure that strengthened conversations and encouraged deeper engagement through the the QR code. Its unique format increased awareness of our Signature Services, earned positive feedback, and drove more follow-up discussions.



## “Knocking Out Challenges” Email

### Objective

Highlight the value of Fuzion leaders' participation in ILTCI panel breakout sessions and their relevance to real-world insurer challenges.

### Strategy

Deliver a simple, theme-aligned email that captured attention, boosted engagement, and guided readers toward deeper exploration of our insights.



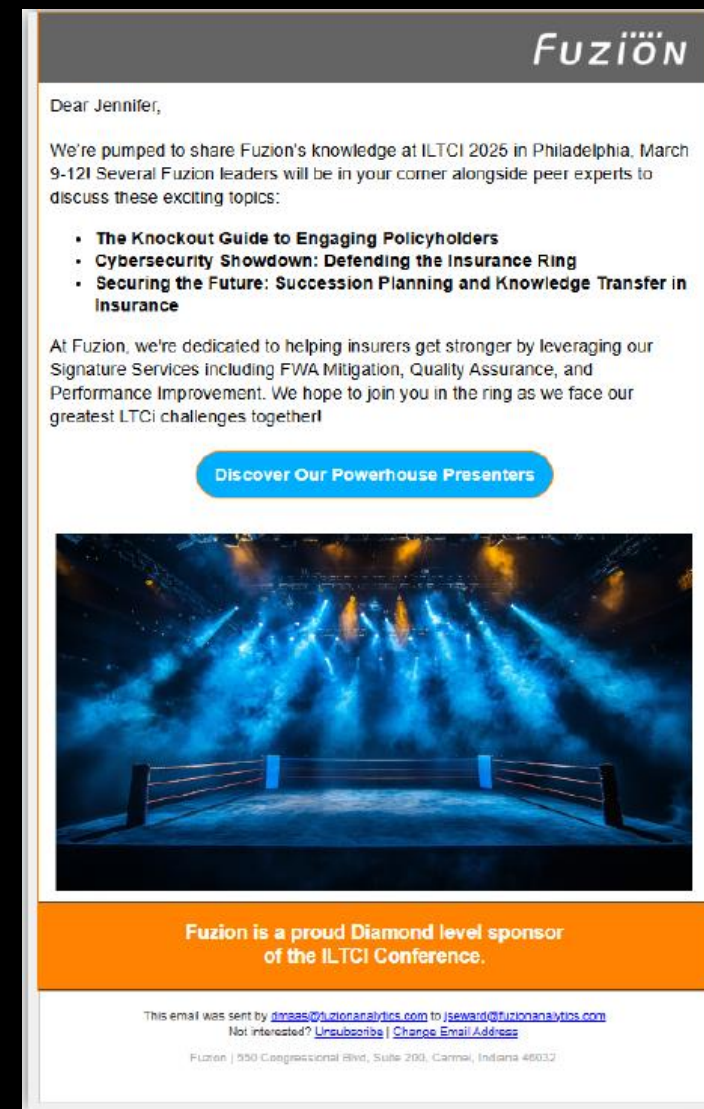
## Promotional Email – Single Piece Fuzion

### Execution and results

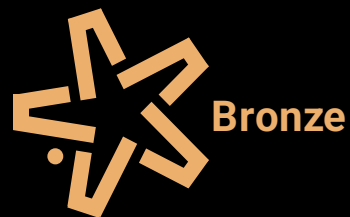
Delivered a clear, visually striking email built around the “Knocking Out Challenges” theme, using energetic design and timely messaging to spotlight Fuzion’s ILTCI content and motivate readers to attend and engage.

Achieved a standout **49.94% open rate** from 855 contacts and a strong **6.9% click-through rate**, demonstrating how focused, theme-driven communication can capture attention and drive meaningful action.

# Fuzion







Blog/Article Campaign – Series or Collection  
Gallagher

## E-Commerce: Setting up an online business

### Objectives

Establish e-commerce as a new Canadian small business vertical, position Gallagher as a trusted advisor and generate high-quality leads.

### Strategy

Content-led thought-leadership educating on the revenue-driving value of e-commerce while nurturing prospects through tailored insights and consultation pathways.

### Execution and results

Bilingual digital campaign optimizing paid search. Generating strong engagement, high-quality conversions and qualified opportunities, validated demand and exceeded expectations for lead quality.

**Learn more here!**





## Employee Communications Report

### Objectives

The 2025 Employee Communications Report delivers global benchmarking data and actionable insights to help employers improve internal communication, engagement, and retention strategies. It addresses critical challenges such as change fatigue, technology gaps and the evolving role of internal communicators – enabling HR and communications leaders to make informed decisions. Our goal was to leverage this thought leadership to strengthen consultative conversations and drive demand for Gallagher’s advisory services.



**Total Campaign Between \$51K-\$100K**  
Gallagher

### Execution and results

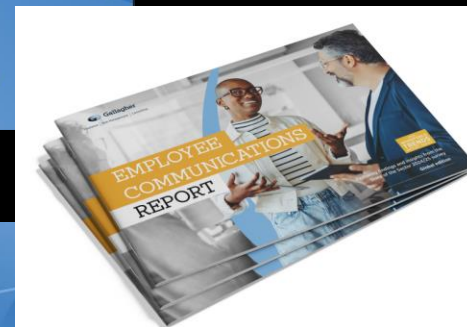
The three-prong approach integrated marketing campaign exceeded all objectives. Paid media placements in leading trade publications and targeted search generated 276,763 impressions and 13,624 clicks, with an efficient blended CPC of \$4.69. These efforts helped to drive 7,954 downloads – surpassing our goal – and produced 1,458 marketing qualified leads. Search advertising achieved a 4.7% conversion rate, while HR Review delivered a standout 35% click-to-open rate. Beyond engagement metrics, the campaign influenced pipeline growth: \$6.2M in open opportunities and \$1.56M in closed-won revenue, directly tied to consultative conversations sparked by the report

**Learn more here!** [www.ajg.com](http://www.ajg.com)



Insurance | Risk Management | Consulting

2025 Employee  
Communications  
Report featuring  
findings and insights  
from the global  
State of the Sector  
2025 survey



**DOWNLOAD  
NOW**





## Other Digital/Multimedia Advertisement Gallagher



Insurance | Risk Management | Consulting

## Gallagher's Digital Capability Strategy: Bringing Together Data, Technology and Human Insight

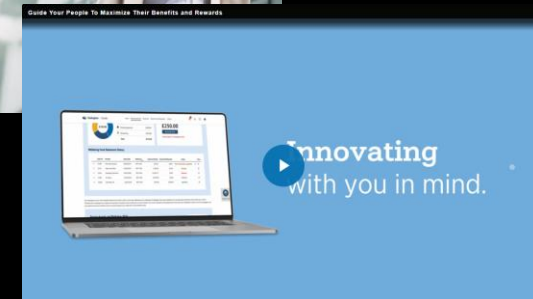
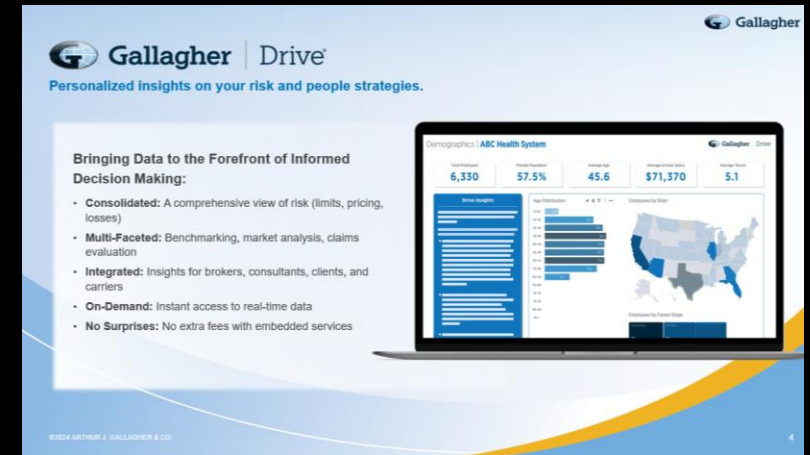
### Objectives

Our objective was to create a bold, client-centric narrative that demonstrates how Gallagher's digital strategy empowers organizations to make confident, informed decisions. In today's marketplace, clients expect clarity, actionable insights and simplicity — and Gallagher delivers through three integrated platforms: Gallagher Drive®, Gallagher Go and Gallagher Guide®. This initiative was designed to do more than showcase technology; it positions Gallagher as a strategic partner, blending human expertise with digital intelligence to simplify complexity and strengthen relationships.

### Execution and results

Our campaign delivered a powerful, client-centric story that redefines how Gallagher communicates digital innovation — and the impact speaks for itself. In 2025, Gallagher Drive® generated \$58.3 million in closed-won revenue, contributing to \$1.1 billion in enterprise digital impact when factoring new business and renewals. Win rates surged from 30% to 50% when the Drive team was brought in for RFPs, proving the value of insight-driven conversations. Gallagher Go and Guide® onboarded 14,200 clients across platforms with an outstanding 98% retention rate, streamlining processes and saving countless service hours.

**Learn more here!** [www.ajg.com](http://www.ajg.com)





## Employee Communications Campaign Gallagher



Insurance | Risk Management | Consulting

### Inside Perspectives Limited Audio Series

#### Objectives

We created the Inside Perspectives audio series to enhance internal communications and build a stronger, more authentic connection between employees and Gallagher's leadership. Our mission: Humanize executive voices, clarify business priorities, and bring our culture to life through candid, conversational storytelling that employees can access anytime, anywhere. We saw an opportunity to introduce a dynamic, mobile-friendly channel that feels personal and approachable.

#### Execution and results

The Inside Perspectives audio series exceeded expectations and redefined internal engagement. Over three episodes, we recorded 1,573 listens, a 50% increase compared to traditional CEO video updates, showing that employees crave authentic, on-demand leadership insights. Our emails promoting the series were a game-changer, achieving an impressive 82% open rate — far above industry standards — while doubling our click rate. This remarkable increase demonstrates the powerful effect of direct leadership communication. Our Inside Perspectives intranet pages generated 669 views and drove a 57% rise in intranet traffic during the two months in which we launched episodes, May and June.

Learn more at [www.ajg.com](http://www.ajg.com)

**1573 total listens**

A +50% increase over a typical 4-5-minute video featuring John Tournet

**+100% increase in Email Click Rate**

When sender is John Tournet  
Open rate holds at 82%, but  
click rate improved from 4.1% to  
8.3% in YTD performance

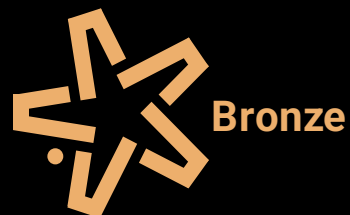
**669 views**

to GoGBS news article and  
Inside Perspectives  
Landing Page

**57% increase in visitors to GoGBS**

During May and June





**Total Campaign More than \$100K**  
Gallagher



Insurance | Risk Management | Consulting

## Gallagher's People Strategy Benchmarks: Benefits, Financial, Talent Objectives

Data is the backbone of Gallagher's People Strategy Consulting. This campaign shows how we transform robust benchmarking data into actionable insights that help employers invest wisely in their people strategy.

Based on US and Canada Benefits Strategy & Benchmarking Surveys — capturing input from over 5,000 employers — we created three reports for each country: Benefits Benchmarks, Financial Benchmarks and Talent Benchmarks.

Each offers deep analysis while connecting benefits, financial security and talent strategies to a holistic view of workforce wellbeing and organizational success.

## Execution and Results

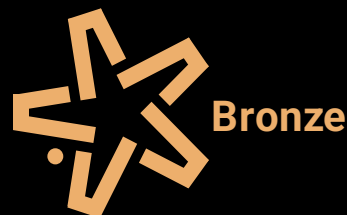
The supporting assets helped drive engagement both internally with our stakeholders and externally with prospects and clients.

US Results: \$2M Closed Won Opportunities, 18,000 Engagements, 382 New Leads, 34 Meeting Requests, Media Impressions 1.58 billion

CAN Results: \$95,000 Closed Won Opportunities, 1,800 Engagements, 80 New Leads, 2 Meeting Requests, Media Impressions 2.76 million

**Learn more here! [www.ajg.com](http://www.ajg.com)**





## Social Media Campaign Gallagher Bassett

### Luminos Claim Summarizer Social Campaign

#### Objectives

Drive awareness of Luminos Claim Summarizer while positioning Gallagher Bassett as a claims technology leader and attracting new prospects through time-saving, engaging storytelling.

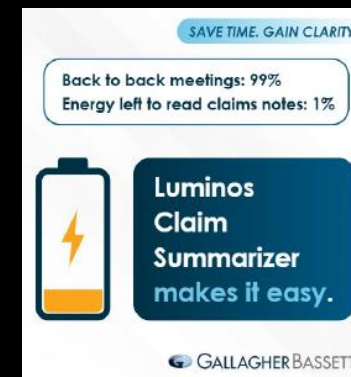
#### Strategy

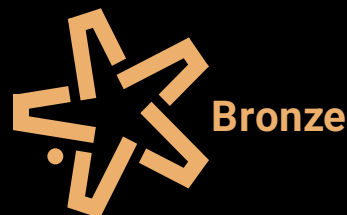
The campaign creative and messaging centered on “Save Time, Gain Clarity,” emphasizing the Claim Summarizer’s ability to reduce busywork, simplify complexity, and enable faster, more informed decisions to engage both clients and prospects.

#### Execution and results

The Luminos Claim Summarizer social campaign delivered solid performance, exceeding the expectations and industry averages, across impressions, engagement and clicks, with results varying by the theme and messaging of each post.

Total Impressions – 39,242  
Total Engagements – 1,337  
Overall Engagement Rate – 3.41%  
(higher than industry average)  
Overall Clickthrough Rate - .63%  
(higher than industry average)





Total Campaign less than \$5K  
Gallagher Bassett

## Specialty Broker Campaign

### Objectives

Increase overall awareness and showcase expertise of Gallagher Bassett Specialty, with an emphasis on focus industries. In addition, generate leads for GB Specialty team.

### Strategy

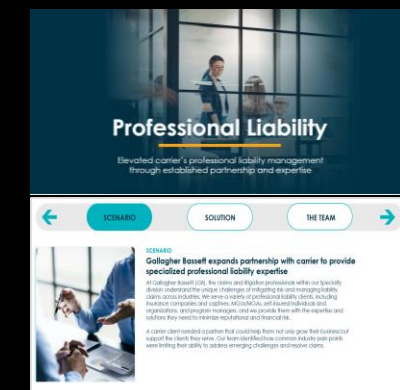
Utilize client success stories to entice brokers to click on the call to action (CTA) from email, which leads to a landing page containing the full success story and the "contact us" form.

### Execution and results

To identify leads, we assessed broker engagement across email, social media, and the landing page using a scoring model.

This campaign exceeded expectations, generating five times the predicted number of warm leads based on the established lead scoring framework. A total of 25 leads were identified, including 5 highly qualified "hot" leads and 20 warm leads suitable for retargeting efforts.

Link to Landing Page: <https://links.gallagherbassett.com/specialty-broker-gallagher-bassett>







## Cyber Carrier Campaign

### Objectives

Increase overall awareness and showcase expertise of Gallagher Bassett Cyber practice and generate leads for Cyber team.

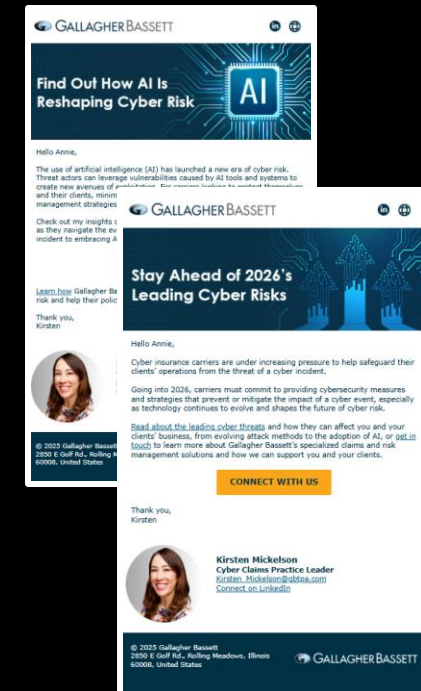
### Strategy

Showcase Gallagher Bassett as the trusted partner for cyber claims – through thought leadership, SME expertise, and proof of outcomes – to raise awareness, build credibility, and create opportunities existing and prospective carriers.

Total Campaign less than \$5K  
Gallagher Bassett

### Execution and results

The Cyber Carrier Campaign exceeded expectations in both engagement and lead generation, delivering 13 warm leads against a goal of five. All channels outperformed benchmarks, and it became Gallagher Bassett's top-performing email campaign of 2025 with a 27% click-to-open rate, driving strong visibility and pipeline impact.







## Annual Report INSURICA



## 2024 Year in Review

### Objectives

To celebrate INSURICA's achievements, strengthen company culture, and ensure colleagues felt informed, connected and valued.

### Strategy

Designed to unify our organization by highlighting major milestones, growth, community impact, and the people behind our success.

### Execution and results

The publication successfully met our goals of unifying communication, strengthening culture, and ensuring consistent messaging across all INSURICA branches. Distribution planning allowed us to deliver printed copies to all locations, ensuring full organizational reach and accessibility.



View the PDF:





**Magazines printed or digital**  
Delta Dental Plans Association

## ***Grin! for Kids: A Turnkey, Bilingual Children's Oral Health Magazine for Community Outreach***

### **Objective**

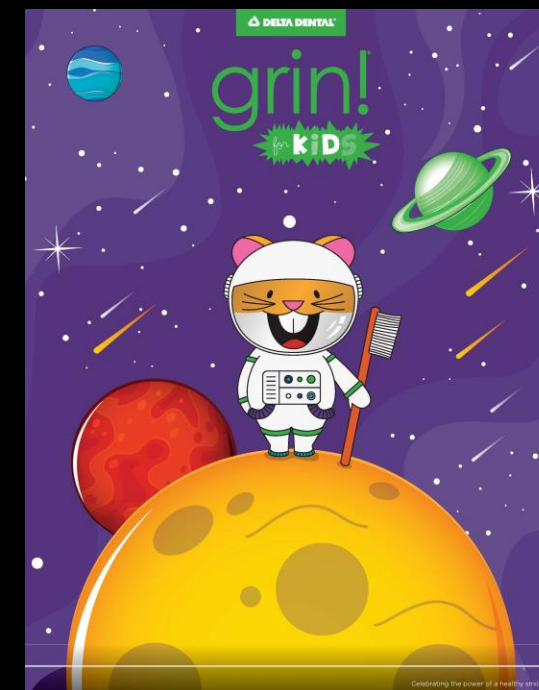
Position Delta Dental as a trusted expert for children's oral health.

### **Strategy**

Design a flexible, activity-driven content platform adaptable across communities, languages, and outreach settings.

### **Execution and results**

Circulated 10,000+ magazines with strong adoption, including widespread use of the Spanish-language edition.





**Other Long-Form Written Publication**  
Farm Credit Services of America

## Farm Credit Services of America's Playbook: Turning Crop Insurance into a Strategic Advantage

### Objectives

Generate qualified leads by repositioning crop insurance as a strategic planning tool for producers.

### Strategy

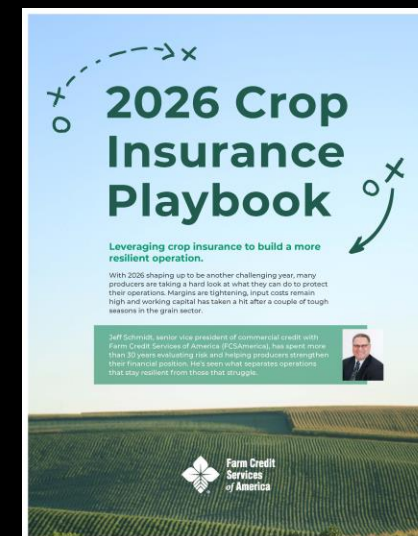
Simplify complex concepts through a sports-themed, insight-driven guide that makes risk management actionable.

### Execution and results

Delivered 408 leads (11x goal) at efficient cost, fueling immediate sales team engagement.

**Learn more here!**

<https://www.meyocks.com/work/fcsa-insurance-playbook-content-marketing-campaign/>





## Corporate Social Responsibility (CSR) Campaign Delta Dental of Illinois

### Delta Dental of Illinois Foundation's Land of Smiles Program Tackles Childhood Tooth Decay

#### Objectives

Increase children's oral health knowledge while expanding awareness of preventive care across Illinois.

#### Strategy

Combine live educational experiences with PR and school engagement to reinforce learning and amplify reach.

#### Execution and results

Boosted student knowledge significantly and exceeded media goals with 1M+ impressions statewide.

The graphic displays the Delta Dental logo (a green triangle with a white 'D' inside) and the Land of Smiles logo (a green mountain range). Below the logos, the text "Improving children's oral health" is written in a green, sans-serif font. Underneath, it states "Delta Dental of Illinois Foundation's Land of Smiles educational program has reached:" followed by two statistics: "677,477+ students" and "1,096+ Illinois schools", separated by a vertical line. At the bottom, there is a photograph of a classroom where a teacher and a student are standing at the front, addressing a large group of children seated at desks. The teacher is holding a large model of a human mouth.

**DELTA DENTAL**  
Delta Dental of Illinois Foundation

**LAND OF SMILES**

Improving children's oral health

Delta Dental of Illinois Foundation's  
Land of Smiles educational program has reached:

677,477+ students | 1,096+ Illinois schools





## Other Event/Experience (In-Person or Virtual)

### National Interstate Insurance Company Execution and results

Significant engagement, thought leadership, and brand loyalty results, all to support a good public safety cause.

- Email: 42% OR, 5.32% CTR
- 310 Signed Safe Driving Pledges: 29% Conversion vs. 10% Goal
- 80 Safe Driver Nominations vs. 20 Goal
- High engagement with new leads



## Distracted Driving Awareness Event

### Objectives

Emphasize the rising prevalence of distracted driving while promoting the unique resources and knowledge we provide our insureds that help combat distracted driving to build brand loyalty.

### Strategy

Launch three-month educational series and driver pledge shared via email, social media, and in-person events to gain commitment to improve driving behaviors and honor safe drivers.



**My project doesn't fit under any of these categories**  
Nautilus Insurance Group



## Curt's Calendar

### Objectives

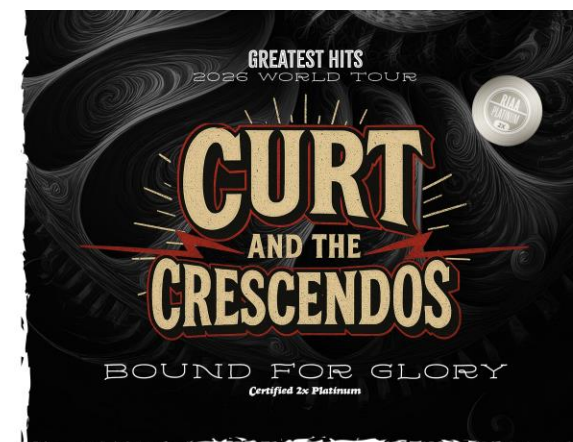
To create a highly personalized, music-inspired Boss's Day calendar for Curt Chalmers, our Senior VP and CUO, that went far beyond a standard photo-template gift.

### Strategy

Design an entirely custom, vintage music magazine-style calendar that celebrated Curt's love of rock 'n' roll while highlighting the personalities of his nine direct reports.

### Execution and results

When Curt received the calendar, he was visibly blown away. He laughed harder each month, repeatedly expressing how overwhelmed he was by the level of creativity and detail involved. The gift became a shared moment of joy and connection for the entire group.





**Direct Mail Advertisement**  
Nautilus Insurance Group



## 2026 Calendar

### Objectives

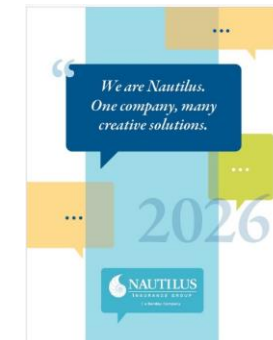
Design a functional holiday gift for more than 3,000 agents and nearly 300 employees.

### Strategy

Reinforce partnerships, keep our products top of mind, and give agents a resource they'd actually use, not politely recycle.

### Execution and results

Agents told many of our underwriters the calendar is essential, and several now wait for our calendar each year instead of buying calendars. Since distribution, multiple agents have requested extra copies for new team members, underscoring its daily usefulness.







## Other Video (Internal & External)

### Nautilus Insurance Group



## Leaders Unplugged

### Objectives

To “let the outside see in” by showcasing a more human side of Nautilus leadership.

### Strategy

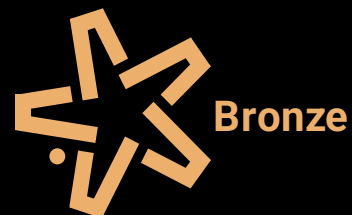
Featuring 15 leaders at the AVP level and above, the series intentionally used lighthearted, personal questions to make our executives more relatable to LinkedIn followers and internal audiences.

### Execution and results

Achieved its intended goals by increasing leadership approachability and offering authentic, behind the scenes insights into Nautilus’ culture. With an average 8% engagement rate, well above typical LinkedIn benchmarks, and an average of 352 views per video, the data shows that audiences responded strongly to the more human portrayal of our leaders.







## Advertising/Promotional Campaign Nautilus Insurance Group



## Light Brokerage

### Objectives

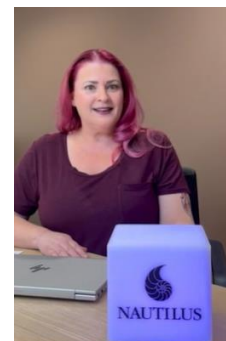
Ensure that anyone with Light Brokerage authority clearly understands what business fits the appetite and feels confident promoting the product.

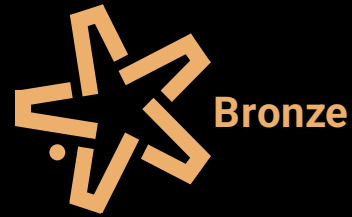
### Strategy

Uses concise, easy to share materials such as videos, flyers, email footers, LinkedIn ads, and magazine articles

### Execution and results

Succeeded in raising awareness, simplifying communication, and accelerating growth, proving that clear, targeted marketing can directly influence business results.





## Podcast Campaign Nautilus Insurance Group



## Breaking It Down With Butchin & Beers

### Objectives

To enhance employee engagement and increase business acumen.

### Strategy

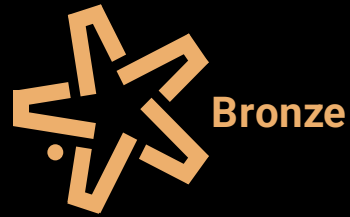
By providing valuable insights and expert information, we foster continuous learning and collaboration.

### Execution and results

Our internal company podcast successfully achieved its objectives of enhancing employee engagement and increasing business acumen.

The 7 podcast episodes received a total of 184 listens.





**Promotional Item/Branded Merchandise**  
Nautilus Insurance Group



## 40<sup>th</sup> Anniversary Gift

### Objectives

Recognize and express gratitude to our partners and reinforce Nautilus as a perfect pairing, much like a fine wine.

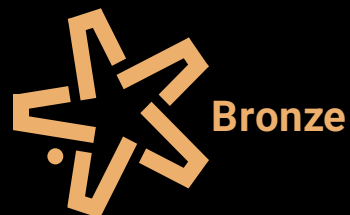
### Strategy

Deliver a premium, wine gifting experience for our partners to simply enjoy and feel appreciated.

### Execution and results

Effectiveness was evaluated through conversations, emails, and phone calls from our partners. The qualitative response was compelling.





**Magazines printed or digital**  
Nautilus Insurance Group



## The Current

### Objectives

Celebrate our 40th anniversary and to include content we knew would resonate with our agents.

### Strategy

Strengthen partnerships, increase underwriting expertise, educate customers on products and services, share lessons from prior losses, and provide insight into our strategic direction.

### Execution and results

Agents appreciated the depth that went into each article and the breadth of topics, including the more human-focused stories, which go to the heart of who we are as a company and the value we place on the deep relationships we have with our agents.







**Total Campaign between \$31K and \$50K**  
Old Republic Surety



*New logo as of  
May 1, 2026!*

## 2025 Commercial Campaign

### Objectives

Old Republic Surety's commercial campaign aimed to increase brand visibility and re-engage lower-producing agency partners through strategic, multi-touch outreach that reinforced OR Surety's value and strengthen agency relationships.

### Strategy

The campaign strategy was targeted and focused on high-value agency touchpoints through seasonal, regionally selected kits, direct mail, and coordinated digital outreach—designed to maximize engagement, strengthen brand recall, and maintain a consistent, premium OR Surety presence.

### Execution and results

OR Surety's year-long multi-touch campaign drove meetings, calls, new introductions, and positive agency feedback. Agencies that received kits had a higher average premium level than non-kit agencies, indicating kits were sent strategically rather than at random. The campaign reinforced brand consistency and demonstrated strong return on a targeted investment of \$48.6K.

**Learn more here!** *Check out one of the kits agents received as part of our campaign!*





**Total Campaign between \$16K and \$30K**  
Principal Financial Group

## Mid Market Expansion

### Objectives

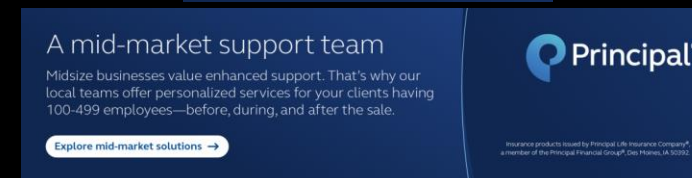
Establish Principal as a credible market leader while building broker awareness of our enhanced mid market capabilities.

### Strategy

Impact awareness through multi-channel broker engagement.

### Execution and results

Delivered broker engagement metrics with increased email performance, digital asset engagement and social media amplification



**Learn more here! Principal Mid Market**



**Total Campaign more than \$100K**  
Principal Financial Group

## Voluntary Participation Member Education Program

### Objectives

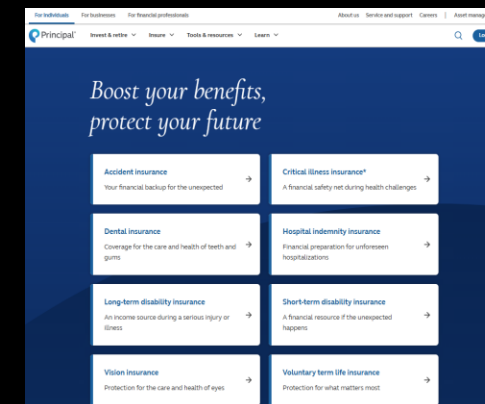
Support businesses in turning to voluntary benefits to boost their benefits packages and help employees close gaps in costly medical plans.

### Strategy

Create a personalized campaign to educate individuals about their available benefits during enrollment time, with the goal of increasing participation

### Execution and results

Strong email and web engagement metrics from enrollment season show increased participation in seven of the eight offered voluntary products.



**Learn more here! [Principal Employee Benefits](#)**



## Blog/Article Campaign ProAssurance *Claims Rx*

### Objectives

- To improve patient safety, reduce liability risk exposure, and support ProAssurance's efforts to attract new business and maintain existing relationships.

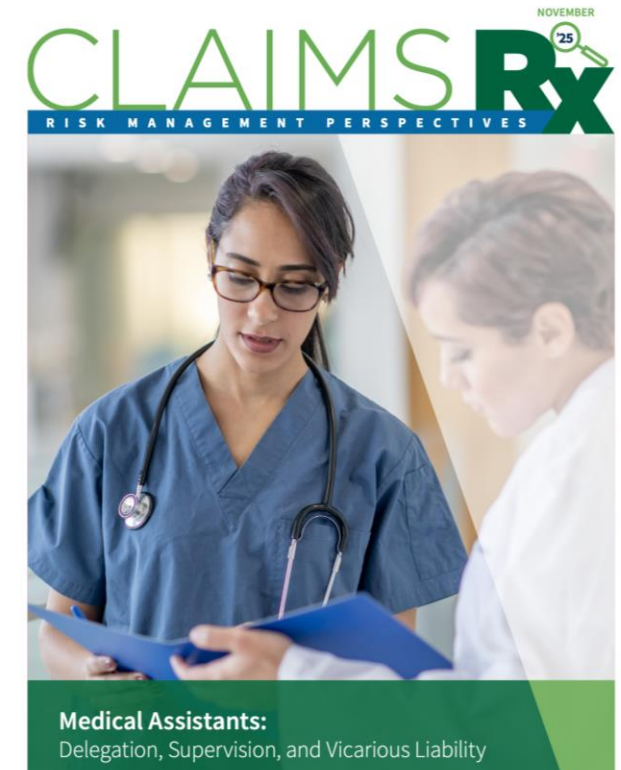
### Strategy

- Using case studies and a medical journal inspired format to create an aesthetic that resonates with our physician insureds.

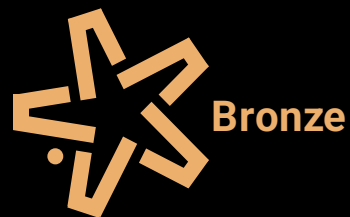
### Execution and Results

- Real-world examples paired with practical advice keep *Claims Rx* accurate, interesting, and meaningful.

Learn more  
about *Claims Rx*:  
*Risk Management  
Perspectives*  
here!







Advertising created in-house  
Large companies - total employee size 1000+  
Ryan Specialty Underwriting Managers (RSUM)

## Ryan Specialty Underwriting Managers (RSUM) “Skill. Scope. Scale.” ad

### Objectives

Our goal was to strengthen RSUM’s position in the specialty insurance market by clearly communicating its underwriting expertise, expansive offerings and scale as a cohesive, unified platform with established credibility.

### Strategy

We developed a high-impact, scalable core creative concept that supports a strategic advertising presence and resonates with brokers, agents and capacity providers.

### Execution and results

The campaign successfully introduced a clear, unified narrative for RSUM, earning strong leadership endorsement, generating thousands of highly targeted impressions and extending seamlessly across industry events and brand touchpoints, reinforcing RSUM’s presence and authority across the market.

The advertisement for Ryan Specialty Underwriting Managers (RSUM) features a large, abstract, swirling blue and white pattern on the left side, resembling a stylized globe or a complex fluid design. The text is arranged in a clean, modern layout on the right side.

**RYAN** | UNDERWRITING  
SPECIALTY MANAGERS

# Skill. Scope. Scale.

A broad selection of specialties,  
domestic and international.

Exceptional underwriting talent  
producing differentiated  
underwriting results.

Thoughtful, world-class execution.

[rsum.com](https://rsum.com)

Ryan Specialty Underwriting Managers  
offers an international suite of insurance  
solutions for *your toughest risks*.

40+ MGUs & Specialty Programs  
300+ Products  
Offerings Across 120+ Countries  
1,500+ Industry Professionals

A&H | Agriculture | Builder's Risk | Casualty | Construction | Contingency  
Cyber | Energy | Entertainment | Healthcare | Hospitality | Life Sciences  
Marine | Professional Liability | Property | Renewables | Social Services  
Transactional Liability | Transportation | Workers' Compensation



## Other Video (Internal & External)

### RT Specialty

## 2025 RT Broker Conference Kick-Off Video

### Objectives

To deliver a bold, memorable, conference opener that immediately elevated the audience experience and reflected RT Specialty's scale, ambition, and 15-year legacy on a stage worthy of the brand.

### Strategy

We reimaged a conference kick-off video as a tongue-in-cheek blockbuster trailer, produced entirely in-house using AI voiceover, curated stock footage, and custom motion graphics to achieve cinematic impact through creativity, not budget.

### Execution and results

The project delivered outsized impact through in-house ingenuity, driving strong audience engagement, lasting impressions, and heightened brand pride while reinforcing RT Specialty's culture of creativity, efficiency, and confident execution.





**Video on a Shoestring - Large companies**  
RT Specialty

## 2025 RT Broker Conference Kick-Off Video

### Objectives

To deliver a bold, memorable, conference opener that immediately elevated the audience experience and reflected RT Specialty's scale, ambition, and 15-year legacy on a stage worthy of the brand.

### Strategy

We reimagined a conference kick-off video as a tongue-in-cheek blockbuster trailer, produced entirely in-house using AI voiceover, curated stock footage, and custom motion graphics to achieve cinematic impact through creativity, not budget.

### Execution and results

The project delivered outsized impact through in-house ingenuity, driving strong audience engagement, lasting impressions, and heightened brand pride while reinforcing RT Specialty's culture of creativity, efficiency, and confident execution.





## Promotional Video RT Connector



## RT Connector Platform Overview video

### Objectives

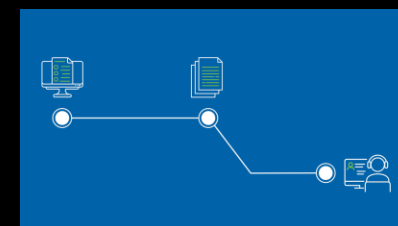
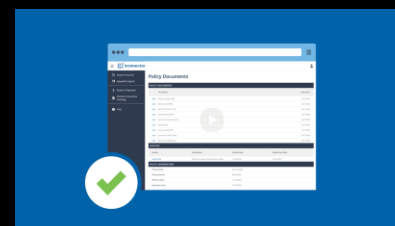
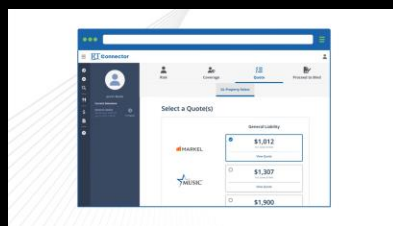
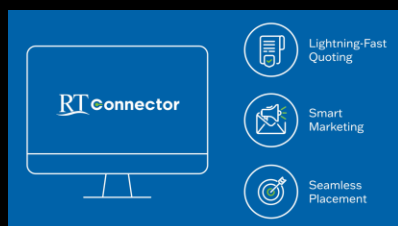
To showcase how RT Connector streamlines specialty risk placement through intuitive, real-world functionality that improves speed, accuracy, and workflow efficiency for retail agents, while reinforcing the platform's refreshed and modern positioning.

### Strategy

We delivered a concise, use-case-driven video that demonstrated RT Connector's real-world functionality, from multicarrier quoting to instant policy actions and integrated expert support, supported by targeted distribution to retail agents.

### Execution and results

The video generated strong engagement across email, social, and web channels, moving audiences beyond awareness to meaningful platform exploration and translating into high participation and attendance across post-launch training sessions, signaling clear momentum in agent interest and adoption.







**Webinar / Webcast**

RT ProExec (RT Professional & Executive)

## 2025 RT ProExec Top 10 D&O Diary Stories Webinar

### Objectives

To position RT ProExec as a trusted authority in Directors & Officers liability by converting a well-known industry blog focused on D&O trends and claims analysis into a flagship global webinar that expanded reach and elevated thought leadership.

### Strategy

The strategy centered on translating expert insight into a scalable, engaging digital experience, supported by coordinated promotion and performance tracking to drive participation, sustained engagement, and business impact.

### Execution and results

The webinar exceeded every success metric, delivering record registration and live attendance, strong global participation across six continents, and standout post-event engagement, reinforcing RT ProExec's position as a premier worldwide D&O resource.





## "Partnership Beyond the Policy"

### Objectives

Achieve greater brand recognition from our broker, risk manager, C-suite buyer audience.

### Strategy

B2B messaging reflects our customizable and relationship-based approach to insurance program design. Metallic effect highlights brand characteristics, including strength, longevity, elite/white glove service, and unwavering support.



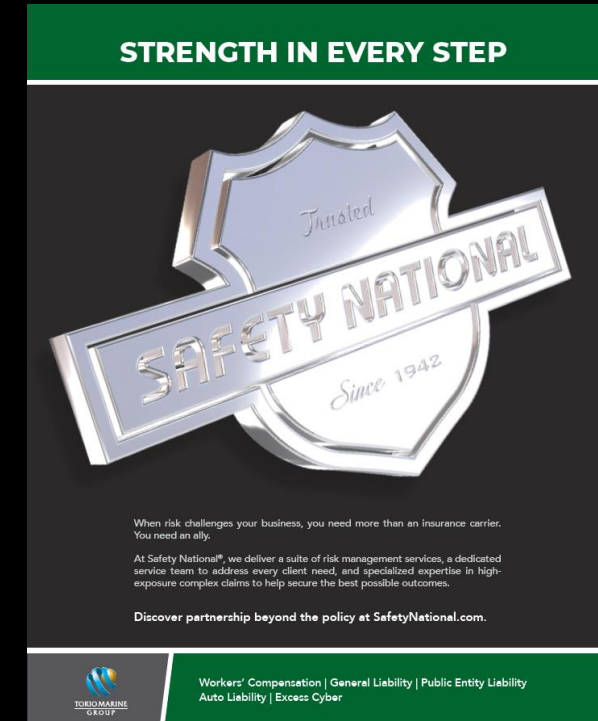
## Advertising Created In House (Small/Medium Companies) Safety National

### Execution and results

Print/digital ads placed in 10 largest risk management trade publications that reach our target audience.

Q1 2026 Digital Ad Results:  
(measured by clicks through landing pages)

- Website Visits = 50,826  
(276% increase from 2025)
- New Users = 52,750  
(295% increase from 2025)



**Learn more here!** View samples of campaign creative.





## Advertising Created In-House (small/medium companies) Security First Insurance



### Security First Insurance – Agent Welcome Kit

#### Objectives

Introduce SFI to prospective agents, simplify the appointment and onboarding experience, and reinforce ease of doing business.

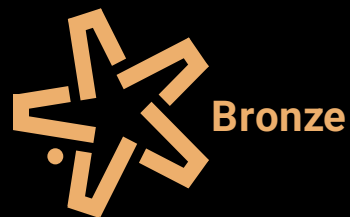
#### Strategy

Engage agents through a single, thoughtfully curated kit anchored by a video brochure highlighting our product offerings and benefits.

#### Execution and results

- Campaign ran in Florida from October – December 2025
- Generated a 70% appointment rate
- Increased written premium by \$2.2 million (excluding fees)
- 75% agent engagement rate
- Generated organic advocacy through social media posts





## AIRMIC Conference Booth 2025

### Objectives

Strengthen relationships, elevate brand visibility, and reinforce Sompo's position as a trusted global partner. Leverage Airmic as a platform to showcase expertise while creating a welcoming space that encourages meaningful conversations and connection with clients, brokers, and partners.

### Strategy

Design a bold, highly visible stand with strong storytelling and clear brand messaging. Incorporate open meeting and gathering spaces to support both formal and informal engagement.

## In-Person Exhibit Booth/Display Sompo

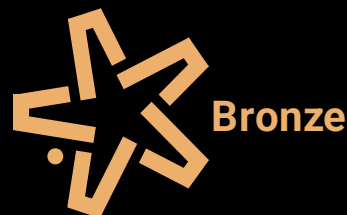
### Execution and results

Delivered a high-impact presence with strong engagement and positive feedback. The stand became a central hub for meetings and networking, increasing client interactions vs. prior year. Enhanced brand perception, strengthened key relationships.



**Learn more here!** [Sompo-intl.com](https://www.sompo-intl.com)





## Direct Mail Advertisement WAEPA with TPG Direct

## WAEPA Prospect Current and Former Civilian Federal Employees

### Objectives

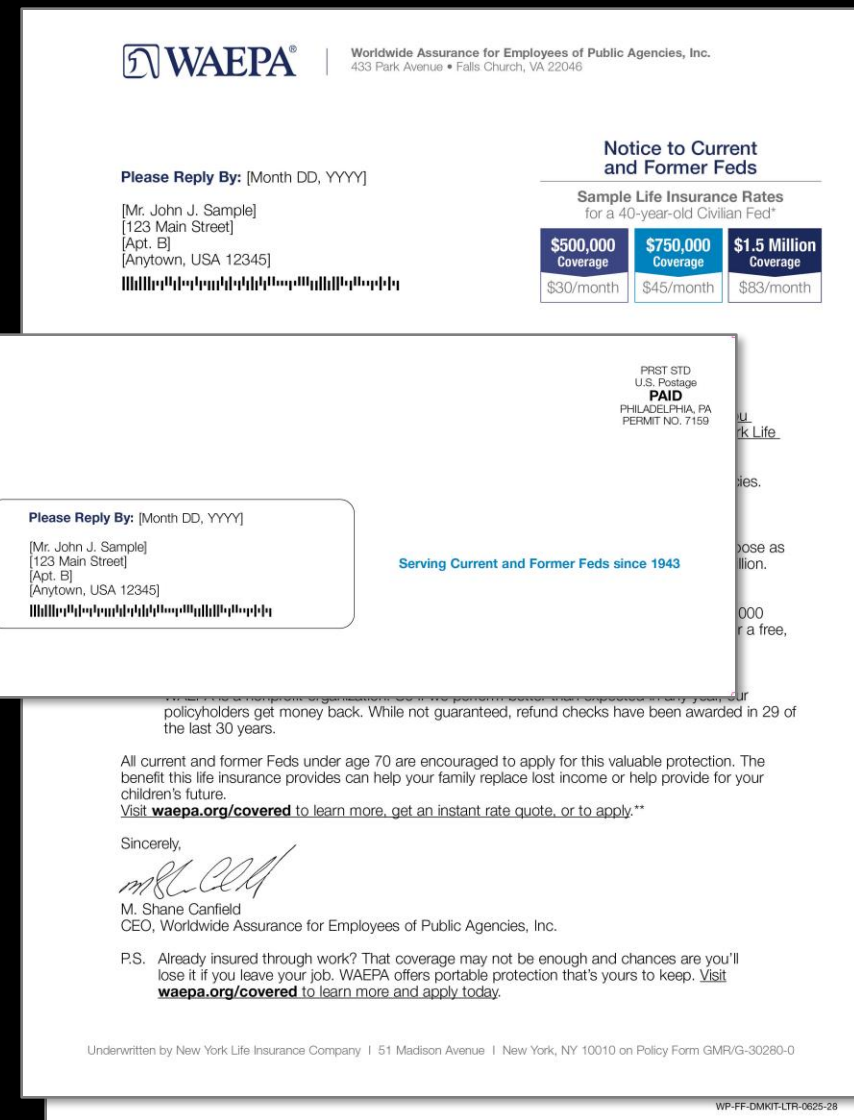
The objective of this campaign was to increase awareness and consideration of WAEPA's life insurance benefits among eligible Current and Former Civilian Federal Employees, while encouraging them to request a quote or begin an application.

### Strategy

Direct mail was selected to deliver a credible, tangible message for a complex and highly regulated insurance product, helping build trust and ensure clarity among a broad Federal audience.

### Execution and Results

|                        |       |
|------------------------|-------|
| Total Applications:    | 750   |
| Cost per Application:  | \$771 |
| Vanity URL Responders: | 1,698 |
| Vanity URL Response:   | 30%   |



Learn more here! [waepa.org](https://waepa.org)



**Corporate Communications, Public Relations | Campaign Entry**  
Wellabe

**wellabe®**

## **“Be well on the move” campaign**

### **Objectives**

Drive awareness, engagement, trust, and employer brand growth.

### **Strategy**

Bring our “Be well” messaging to life by leveraging authentic employee storytelling amplified through owned and social channels and community partnership with Street Collective.

### **Execution and results**

The campaign significantly exceeded all targets driving 20,000+ impressions and 2,700+ engagements while accelerating job applications to near full-year levels in just five months, demonstrating strong gains in awareness, engagement, and employer brand impact.



**Learn more at [wellabe.com/blog/on-the-move](https://wellabe.com/blog/on-the-move)**



## Consumer Digital Engagement Plan

### Objectives

Increase website traffic, engagement, lead generation, and conversion rate.

### Strategy

Execute an integrated, data-driven approach combining SEO content, social/email amplification, targeted digital advertising, and new quote tool to engage, build trust, and convert target audiences.



## Miscellaneous Tactics | Sales Generating Campaign of the Year Wellabe

### Execution and results

The campaign far exceeded all goals delivering record-breaking website traffic of 1.6 million unique visitors (140% increase YoY) and engagement while driving substantial lead growth, 40% lead conversion performance, and \$5.2 million in sales from website leads.

**Learn more at [wellabe.com](https://wellabe.com)**

wellabe®

wellabe®

#### Recover with Abe

What Physical Therapy  
Looks Like After Knee  
Replacement

Filmed at Iowa Ortho



The infographic is titled "How to select health insurance in retirement" and is part of a "wellabe Be well." campaign. It features a list of four steps to help retirees choose their health insurance. Step 1: Choose your Medicare base coverage. Step 2: Compare Medicare Advantage vs. Medicare Supplement insurance. Step 3: Research Medicare Supplement plans. Step 4: Fill gaps with supplemental insurance. The infographic includes illustrations of people and a bar chart.

**wellabe®**  
Be well.  
Protect your health and financial well-being in retirement

### How to select health insurance in retirement

With so many different health insurance options to consider, it can be difficult to know which plans make the most sense for your health care situation. We've broken down the process so you can take it one step at a time.

- 1 Choose your Medicare base coverage.** Your first step when entering the Medicare system is to choose between original Medicare and Medicare Advantage, otherwise known as Part C. [Learn the differences.](#)
- 2 Compare Medicare Advantage vs. Medicare Supplement insurance.** Before you decide between original Medicare and Medicare Advantage, you may also want to look at the [differences between Medicare Supplement and Medicare Advantage](#). Many people with original Medicare choose to add a Medicare Supplement insurance policy as well.
- 3 Research Medicare Supplement plans.** If you choose to go with original Medicare plus a Medicare Supplement plan, then you have [10 standardized plan options](#) to choose from.
- 4 Fill gaps with supplemental insurance.** Having [additional supplemental insurance](#), such as Hospital Indemnity or Short-term Care insurance,