

There is unlimited opportunity emerging for E & O coverage in the technology sector.

We need to assist the agent not only in selling the product, but also in identifying the marketplace.



We have a short time frame to launch this new product offering.

We need to be clear in our message to both agent and client.

Weston Communications Case Study:
The Hartford *FailSafe*[™]
Technology Liability product rollout

Complete, easy-to-follow sales kit sent to all agents. Contents range from identifying potential customers to specific materials needed to close the deal.

Segmented folders contain agent-, client- and customer-specific sales materials. Custom-imprinted direct mail programs are made available for list qualification.



A t-shirt and vacation promotion is offered to ensure agent participation.

Industry Category:

Insurance

Client:

The Hartford Insurance Companies

Problem:

Introduce a product to an emerging uncharted market

Solution:

Provide targeted materials for the agent and consumer packaged in an easy to understand method. Insurance is about fear. Fear of leaving your loved ones destitute. Fear of losing your home. Fear of losing your business. For more than 150 years the industry has reminded consumers that life can be cruel. New dangers emerge as society changes. Prepare, they suggest, or pay the consequences.

Hence, The Hartford's FailSafe™ program. It's their answer to the growing litigation in the technology sector. Businesses are turning to the Internet to boost sales, revenue and brand value. Companies spend millions on website design, operations, and hosting. And when something fails — it costs. And they sue.

The Hartford asked us to introduce FailSafe to its 10,000 member sales force and to create a complimentary consumer-oriented campaign.

Weston created a fully-integrated sales promotion program: "Life isn't fair," that was embraced at the corporate level and by the major insurance agents. It was tested in Boston and San Francisco and won overwhelming internal support.

The Hartford introduced FailSafe with the "Life isn't fair" campaign in April of 2002 to rave reviews — and more importantly — dramatic sales increases.

The program was awarded the "Best of Show" honors at the annual Insurance Marketing Communications Association's ceremony.

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