



CASE STUDY

Solutions for Legendary Brokers



CHOICE STRATEGIES

CLIENT

Choice Strategies, Waterbury Center, VT
Health Care Plan Administrators

PROJECT

Hi-Impact Direct Mail Campaign: “*Legendary Broker*”

CHALLENGE

To capture the attention of prospective, hard-to-reach A-list Brokers as the first step toward exploring potential working relationships with Choice.

SOLUTION

Choice goes Medieval, approaching its “*Legendary Brokers*” with creative straight from the Middle Ages.

First up: 3-Dimensional mailing featuring a sword plunged into realistic stone. A Heraldic scroll, tethered to the branded sword, introduced Choice Strategies, its myriad benefits...and an invitation to lunch.

Follow up: Two oversized, thematically consistent postcards were directed to said brokers to reinforce Choice messaging and ensure awareness remained top-of-mind.

QR tag featured on all components to encourage engagement and direct prospects to promotional video.

RESULTS

What sorcery is this? The campaign achieved a royal 29% response rate, its success measured by the number of meetings between *Legendary Brokers* and *Legendary Salespeople*.



CASE STUDY

COMPONENTS



First in Three-Part Series - 3-Dimensional Mailing
Components include: Imprinted Sword, Fake Stone, Proclamation Scroll



CASE STUDY

COMPONENTS

Upping Ye Olde Ante...

WE SENT YOU a sword because a lance wouldn't fit in the box.

Unleash your potential. Unhorse your competition. Join us for lunch!

As the broker who so recently pulled sword from stone, you all too well that Choice Strategies is a powerful TPA partner also feel compelled to remind you what a great lunch partner Choice Strategies has everything a legendary broker needs come even more legendary. With us as your faithful squire thing standing between you and greatness is... a Cobb salad.

We shall be seeking an audience with you soon to break bread, regale you with tales of success and plot openly against your competition. Should you not care to wait, call 888-278-2555 and press something called option 6 to schedule a most illuminating luncheon.

Do's & Don'ts of Advanced Medieval Sword Play

Don't! Use it to jump-start your catapult (unscheduled flight may result!)

Do! Use it to punch up 888-278-2555 and accept our lunch invitation.

Thrill to the wonder of telephonic sorcery.
Scan this marking with your magic phone to see what's new at Choice Strategies.

choice-strategies.com



CASE STUDY

COMPONENTS

Upping Ye Olde Ante again...

WE SENT YOU a sword. Must we now send you a steed?

choice-strategies.com

Do's & Don'ts of Advanced Medieval Sword Play

Do's Use it to fashion a rudimentary e-mail accepting our lunch invitation.

Don't! Use it to tickle the nose of a most disagreeable dragon.

Sorcery, thy name is Smartphone...
Scan this marking with your magic phone to see what's new at Choice Strategies.

Legendary Broker, our news cannot wait! We must away to your favorite eatery forthwith!

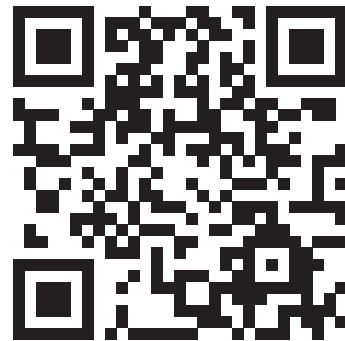
The days grow short! The season is nearly upon us! There no time to waste in enlisting the TPA partner born to assist your Open Enrollment Crusade. Choice Strategies has flexible and redoubtable combination of products, services and flexible and we deliver it to you in a manner befitting your station. Namely, royally.

Legendary Broker, heed our call to arms. Mount your steed and join us for lunch! Should you not care to wait, call 888-278-2555 and press something called option 6 to schedule a most illuminating luncheon.



CASE STUDY

COMPONENTS



What sorcery is this!?



**Scan this marking with your
magic phone to see what's
new at Choice Strategies.**