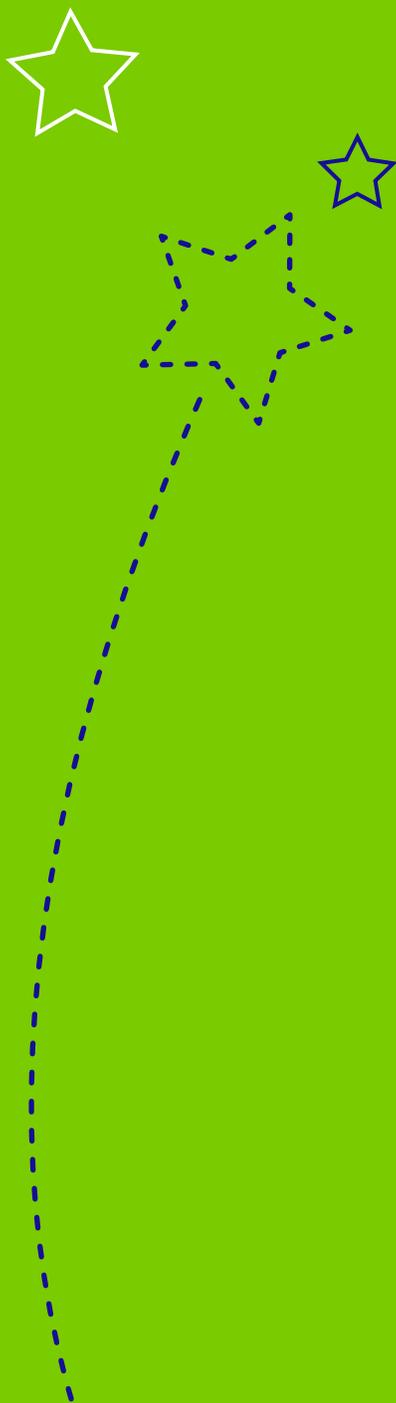


# Chubb's Digital business accelerated campaign is designed for you

CHUBB®



## How-to guide: Make the most of our new research

Chubb is launching a new campaign designed to help you protect your small and mid-sized business clients in today's changing digital landscape.

We collaborated with Accenture before the arrival of COVID-19 to survey 1,350 executives from around the world and uncover the most important digital trends — and the new risks arising alongside.

An extensive suite of materials, based on the survey's results, means you can pick and choose the collateral that works for you and your clients.

Everything you need to know about the research, and the details of the campaign, is included in this how-to guide, so it's easy for you to absorb the insights and pass them on directly to your clients.

## Campaign framework

### The goal:

Help you engage with new and existing clients by delivering valuable expertise that keep them protected.

# 01

Leverage trends and insights that are timely and relevant to your clients.

# 02

Present the risks that emerge as a result.

# 03

Demonstrate how Chubb can help with products and solutions.



# Core themes and assets

Along with the research itself, Chubb has produced a range of different assets designed to help you support new and existing clients with knowledge and advice.

These include:

## Top themes from the research

**01** Navigating digital-first communications

**02** Harnessing the power of data

**03** Supporting a transformed workforce

**04** Playing in the global market

Research report outlining the full study with Accenture

Hong Kong specific insights factsheets with case studies

Animated videos for Hong Kong specific insights

Infographic

Topical articles

PowerPoint to present the research to your clients

Quick reference guide summarizing the research report

Campaign overview video

Trend videos for you to share via email or social

Webinar to learn from our specialists

Risk and product worksheet with Chubb solutions

Visit [chubb.com/digitalbusiness/hk](https://chubb.com/digitalbusiness/hk) to access all of this content, along with other useful information and assets.



Once you're familiar with the campaign's insights and materials, you'll be able to co-brand key assets, identify clients, and get the ball rolling.

# 5 ways to make the campaign work for you

## How to: Using the campaign

All of the campaign's content is available to you. And it's designed to provide valuable insights into digital business that you can use to help keep your clients protected.

### 01

**Dive into the content, especially the [research report](#)**, for a full overview. Your Chubb contact will get in touch with you directly to introduce the different pieces of collateral and show you where to find everything. This is a great chance to ask any questions about the research itself, and to learn how it can help you and your clients.

### 02

**Explore the [campaign landing page](#)** (visit [chubb.com/digitalbusiness/hk](http://chubb.com/digitalbusiness/hk)). This is where all of the campaign materials will be available for you to access, and you can distribute them to the clients who will find it most valuable.

### 03

**Identify your clients and prospects who will most benefit from the research and reach out.** Actively use the materials (found on the [landing page](#)) to bring the research to life and highlight how Chubb's product and service capabilities align with relevant risks.

- a. Use the **PowerPoint presentation** to walk your clients through key campaign insights.*
- b. Print out the **risk and product worksheet** so you're always prepared to discuss Chubb's solutions.*
- c. Send out the videos to your clients to generate interest*

### 04

**Attend a [webinar](#)** for in-depth discussions of the research, the emerging risks, and how Chubb can help. There'll also be key points focusing on how to get the most out of the campaign.

### 05

**Stay in touch with your Chubb contact** throughout the campaign. They're available to help, so reach out with any questions. We'd also love to hear your feedback about the campaign and how it works for you, so be sure to pass that along as well.



## Chubb. Insured.™

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