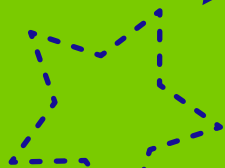


Chubb's Digital business accelerated campaign is designed for you

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

UK specific insights tear sheets

Research summary videos with specific insights on key trends

Case studies that can be co-branded and shared

Topical articles

PowerPoint to present the research to your clients

Quick reference guide summarising 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

Email template for you to customise and send to your clients

Visit www.chubb.com/uk-en/digital-business-accelerated to access all of this content, along with other useful information and assets.



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](https://www.chubb.com/uk-en/digital-business-accelerated.html), <https://www.chubb.com/uk-en/digital-business-accelerated.html>. This is where all of the campaign materials will be available for you to access, and you can co-brand key assets before distribution 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.** Use the **email template** to launch the campaign with your clients, and start the process of developing a new plan for protection. Instructions to send are on the next page.

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.™



Instructions for sending the campaign email

Copying and pasting the email template into a new message

- 01 Review our recommended steps for making the campaign work for you on the previous page. Then access the email template by [clicking here](#). The template will open in a new web browser tab.
- 02 From your web browser, **click Ctrl + A** to select the entire email template, then select **Ctrl + C** to copy the text.
- 03 Open a new email message using your preferred email service provider (Outlook, Gmail, etc.).
- 04 In the new email message, click **Ctrl + V** to paste the email into the message.

Updating the template with your broker information

- 05 To replace [Broker name], simply select the text, beginning with the bracket, and type your name. Do the same for [Broker name].
- 06 Right click on the email address and select "**Edit hyperlink**." Edit the text to display and "mailto:" your email address.
- 07 To update the phone number, select the existing phone number (**555-555-5555**) and type in your phone number.
- 08 Scroll to the end of the email and select the text that reads "**[Insert broker disclaimer and unsubscribe link here]**" and link to or paste the agency's disclaimer and unsubscribe link.
- 09 Please ensure your email communications comply with all applicable laws and regulations. To help with this, you should:
 - a. Permit recipients to opt out of future emails from you through the unsubscribe link and honor opt-out requests within ten (10) days of receipt.
 - b. Make sure to include your postal address in the email disclaimer.
 - c. Visit the following link for a summary of UK marketing and advertising requirements that you may find useful: <https://www.gov.uk/marketing-advertising-law/direct-marketing>.
- 10 For compliance purposes, please use this subject line for the email:
The new risks of digital business
- 11 In the Bcc line of the email, enter email addresses of clients who meet target criteria or copy and paste email addresses from an Excel file. **DO NOT** copy email addresses in the "To:" or "Cc" fields — they will be viewable by other clients.
- 12 Send to agency client list.

Visit www.chubb.com/uk-en/digital-business-accelerated to get started.

