
CHUBB®

Three great things about life

T&Cs apply



Life just got three times better for your customers...

At Chubb Life we partner with you to deliver your customers the best possible cover. We're now offering three great new ways to do this:

1. An enhanced Multi-benefit discount
2. A 10% Lifetime Reward
3. 2 months' FREE cover on the Assurance Extra and Assurance Extra Business products

These are just three of the ways we're supporting you to help New Zealanders protect their life's work – with yours.



Great things come in threes

Multi-benefit discount

Everybody loves a discount so we're coming to the table with an enhanced multi-benefit offer on the Assurance Extra and Assurance Extra Business product range. These will help open the conversation with your customers about the benefits of a more comprehensive product suite.

Number of benefit groups	Discount rate
Life + 1 optional benefit group	10%
Life + 2 optional benefit groups	12.5%
Life + 3 or more optional benefit groups	15%

This offer is available for new policies from 26 June to 30 September 2023.

10% Lifetime Reward

An exciting first for the New Zealand market and a benefit that just keeps on giving. We can provide a 10% Lifetime discount for your new customers who at the time of taking out the policy:

- have a healthy BMI measurement of between 18.5 and 24.9
- are non-smokers
- have no medical loadings or exclusions.

This provides cost certainty and will have a meaningful impact on your customers throughout the entire life of the policy.

2 months' FREE cover

With the cost of living still on the rise, it's great to be offering your customers something to lighten the load in challenging times.

We're extending our 2 months' FREE offer until 30 September 2023 for customers who apply for a new eligible policy or increase their cover under an existing Chubb Life policy.

Brand new tools and tricks

We've made it super easy to tell your network about these great offers. In this toolkit, you'll find links to three social media animations for you to download and share with your followers, featuring new ways to prompt your audience into action. We've even written some messaging for you to copy, paste and customise to save you time. There are also two emails that you can personalise and send from your own account. Finally, there's a content calendar to give you guidance about when to share your marketing material.



Here's a quick how-to:

1. Download the three animated social media tiles to your device.
2. Consult the content calendar and pop reminders in to your personal calendar to prompt you to publish each of the three posts.
3. Choose the message that corresponds with social media tile A, B or C then copy and paste it into your post. Feel free to customise and add your own personality if you wish.
4. Publish your post and brace yourself for the enquiries.

A.



B.



C.



[Download social tiles](#)

Sharing the good news

While our animated posts are sure to capture attention, the right supporting messaging will make them even more effective.

Here's some text that's been written to accompany the social posts.

- A.** What's not to like about a lifetime discount, great rewards and FREE cover? If you've been thinking about signing up for life insurance with Chubb Life – they've made the decision three times easier. Let's chat about how this can work for you. Talk to me today to find out more. T&Cs apply.
- B.** We're all about protecting your life's work, with ours. Chubb Life has come up with three great ways to get the ball rolling on the right cover for you - a Multi-benefit discount, a Lifetime Reward and FREE cover. Drop me a line soon to find out more as the enhanced Multi-benefit discount and 2 months' FREE cover offers expire 30 September 2023. T&Cs apply.
- C.** Don't forget, Chubb Life's Multi-benefit discount and 2 months' FREE cover offer will expire on 30 September 2023. Get in touch to chat about your cover soon. T&Cs apply.



In this section, you'll find two emails that you can download, or copy and paste into your own email to tell your customers about our offer.

Here's how to use the email templates:

1. Download the email templates or copy and paste the email wording into your own email account.
2. Be sure to complete any outstanding details and customise your sign-off and contact details.
3. Feel free to get creative and customise the wording of your email, to add your own personality, if you wish.
4. Don't forget to address the email to yourself and 'bcc your address list to protect the confidentiality of your customers.

EMAIL #1

New message

To

Cc Bcc

Subject

The three great things about life...

Hi <Name>,

There are so many great things about life and it's important to make sure they're well protected.

Chubb Life has got a great new offer, well, three great offers, for customers to get the right life insurance in place with one of the world's leading insurers.

1. **Multi-benefit discount**
2. **10% Lifetime Reward**
3. **2 months' FREE cover (on Assurance Extra and Assurance Extra Business products)**

This is a fantastic opportunity to get comprehensive and affordable protection customised to your individual circumstances.

Here are another three good reasons to consider Chubb Life:

1. **Peace of mind**
Chubb Life's life insurance can help protect you and your family from unexpected changes in circumstances, meaning you can relax and enjoy life more. They have an A (Excellent) financial strength rating which was given by A.M. Best., www.chubblife.co.nz/financial-strength to find out more.
2. **The perfect fit**
No matter how complex your individual situation may be, Chubb Life has a range of products to help protect you including life, income and critical illness cover. No more getting caught out by not having the right insurance for your needs, or paying for cover you don't need.
3. **Easy to update or change**
Updating your insurance has never been easier. Should your circumstances change, Chubb Life's flexible policies can be easily updated to make sure your cover stays in-step with your needs.


And I will always be here to help.


Talk to me today, we'll explain these great offers in more detail, and help you get the right cover in place.


Kind regards,


<Signature>


A














Send

EMAIL #2

New message

To

Cc Bcc

Subject

Remember the three great things about life...

Hello again <Name>,

Just a reminder of Chubb Life's three current offers:

1. **Multi-benefit discount**
2. **10% Lifetime Reward**
3. **2 months' FREE cover (on Assurance Extra and Assurance Extra Business products)**


The multi-benefit discount and 2 months' FREE cover offers will expire on 30 September 2023. This is a fantastic opportunity for new customers to get comprehensive and affordable protection customised to their individual circumstances.


All you need to do is drop me a line or give me a call before the [Sender to add in date] and we'll work with you to ensure you're getting the right level of cover for your specific needs.


I look forward to hearing from you soon.


<Signature>


A














Send

MON 26	TUES 27	WED 28	THURS 29	FRI 30	SAT 1	SUN 2
				Send Email #1		
3	4	5	6	7	8	9
		Send Social Post A				
10	11	12	13	14	15	16
		Send Social Post A				
17	18	19	20	21	22	23
		Send Social Post A				
24	25	26	27	28	29	30
				Send Email #1		
31	1	2	3	4	5	6

MON 31	TUES 1	WED 2	THURS 3	FRI 4	SAT 5	SUN 6
				Send Email #1		
7	8	9	10	11	12	13
		Send Social Post B				
14	15	16	17	18	19	20
		Send Social Post B				
21	22	23	24	25	26	27
		Send Social Post B				
28	29	30	31	1	2	3
			Send Email #2			

MON 28	TUES 29	WED 30	THURS 31	FRI 1	SAT 2	SUN 3
4	5	6	7	8 Send Email #2	9	10
11	12	13	14 Send Social Post C	15 Send Email #2	16	17
18	19	20	21 Send Social Post C	22	23	24
25	26	27 Send Email #2	28 Send Social Post C	29	30	1

Chubb Life is proud
to help protect
the life's work of
New Zealanders,
with ours.

