

CHUBB®

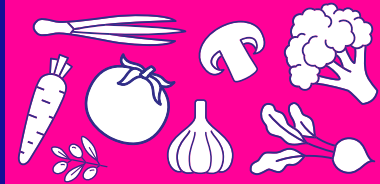
New Year's resolutions (there's still time)

T&Cs apply

Get fit



Get healthy



Get 2 months'

Free
cover



Did your customers achieve their New Year's resolutions?

Because there's still time to start 2023 off on the right foot, with the right insurance in place, we're extending our special offer on our Assurance Extra products – **two months of free premiums** for all new and existing customers wanting to extend their cover.

It's just one of the ways we're supporting you to help Kiwis live their best life – and new year – with the best cover in place for their needs.

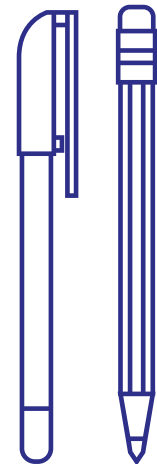
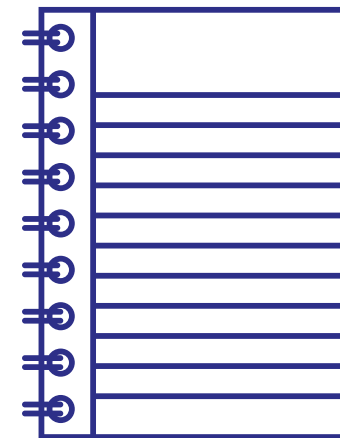
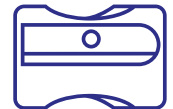
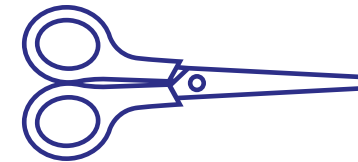
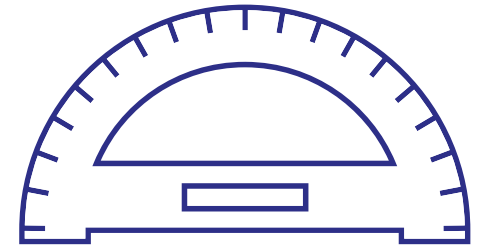


Brand new tools and tricks for 2023

We've made it super easy to tell your network about this great offer.

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 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 wait for those New Year's resolutions to be fulfilled.

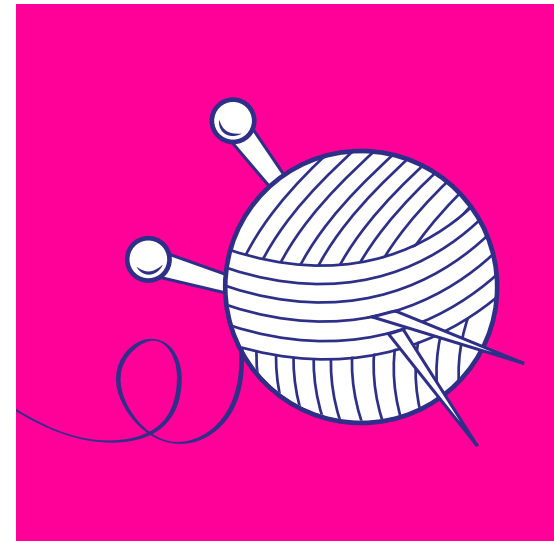
A.



B.



C.



The ingredients of a healthy post

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

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

- A:** Here's a New Year's resolution there's still time to achieve – get two months of free premiums when you take out or upgrade your existing life insurance policy with Chubb Life. The offer ends 31 March 2023 and T&Cs apply, so get in touch and we'll get your new year nicely resolved.
- B:** Eating healthy and starting a hobby can be tricky New Year's resolutions to maintain. But, if you've been thinking about signing up for life insurance with Chubb Life, they're offering two full months of free premiums. T&Cs apply, you have until 31 March 2023 to qualify so drop me a line soon.
- C:** Don't forget, Chubb Life's two months of free life insurance premiums ends on 31 March 2023, so while getting a hobby or getting organised might fall by the wayside, you can definitely get 2 months' FREE premiums on Chubb Life. T&Cs apply so get in touch to chat about your cover soon.





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

Here are some simple instructions:

- 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 your clients' confidentiality.

EMAIL #1

New message  

To Cc Bcc

Subject **There's still time in 2023**

Hi <Name>,

This might be the year you realise your New Year's resolution to run a marathon, but if you're not quite there yet, here's something much easier to achieve. Until 31 March 2023, Chubb Life Insurance NZ (Chubb Life) have got an offer for new customers, and existing customers wanting to extend their policy.

TWO MONTHS OF FREE LIFE INSURANCE COVER

Here are a few more reasons why Chubb Life's life insurance is a great choice.

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., visit 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 protection 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 and we'll help you get the right cover in place.

Kind regards,

<Signature>

       **Send**

EMAIL #2

New message  

To Cc Bcc

Subject **New Year's resolution time is running out**

Hello again <Name>,

Just a reminder that your New Year's resolution of enjoying Chubb Life's current offer of








TWO MONTHS OF FREE LIFE INSURANCE COVER
expires on 31 March 2023.

Chubb Life is offering two months free additional cover for existing customers wanting to extend their cover, and two months free cover for new customers.

All you need to do is drop me a line or give me a call before the 31st and we'll work with you to make sure you're applying for the right level of cover for your needs.

I look forward to hearing from you soon.

<Signature>

       **Send**

MON 27	TUES 28	WED 1	THURS 2	FRI 3	SAT 4	SUN 5
6	7	8	9	10	11	12
Cigna NZ becomes Chubb Life NZ	Send email #1	Share social media post A				
13	14	15	16	17	18	19
			Share social media post B			
20	21	22	23	24	25	26
	Send email #2	Share social media post C				
27	28	29	30	31	1	2

Our unique combination of people, products and places help us to continue improving the lives of New Zealanders from Invercargill to Kaitaia.

