

---

CHUBB®

Helping your  
customers  
weather life's  
changeable  
conditions.



# A new offer to blow your customers away

You might have noticed that we were recently proud sponsors of the 1 News weather report. That's because we know that like the New Zealand weather, life can be changeable. At Chubb Life, we understand the benefits of staying prepared for anything and want to help you get the right cover for your customers, at an even better value.

That's why our 10% Lifetime Reward is now...

## 15% Lifetime Reward

For a limited time

And we're still offering:

2 months' FREE cover

+

Multi-benefit discount

It's all designed to help you set the right temperature and break the ice with your customers.



# Forecast calls for a whirlwind of savings

Three great offers on Chubb Life's Assurance Extra and Assurance Extra Business product range

## 15% Lifetime Reward

It's raining rewards! Until 30 June 2024, we can provide a 15% Lifetime Reward for your new and existing customers who at the time of taking out the cover:

- Have a BMI measurement of between 18.5 and 24.9
- Have been a 'non-smoker' (see our full requirements below\*) for at least 12 months.

\* A 'non-smoker' is defined as someone who hasn't smoked tobacco or marijuana or used any nicotine replacement including vaping/e-cigarettes, nicotine gum, chewing tobacco or patches in the last 12 months.

This reward adds up to meaningful savings for your customers over the entire life of their policy.

View offer FAQs [here](#)

## Multi-benefit discount

We know that discounts make for breezier budgets, so we're continuing to offer our enhanced multi-benefit discount offer.

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 16 April to 30 June 2024.

View offer Terms and Conditions [here](#)

## 2 months' FREE cover

In the current economic climate, a freebie is always a ray of sunshine. That's why we'll continue to offer 2 months' FREE cover for new eligible policies or cover increases under an existing Chubb Life policy.

View offer Terms and Conditions [here](#)

# Create a storm on social

We know these great offers are going to be a real highlight for customers, so we've made it easy for you to spread the word and get a bit of buzz going on social media. In this toolkit, you'll find links to:

- Three social media animations for you to download and share with your followers.
- Supporting messaging for you to copy and paste into your social posts.
- Two emails that you can personalise and send from your own account.
- A calendar that will help you plan when to share your marketing material.

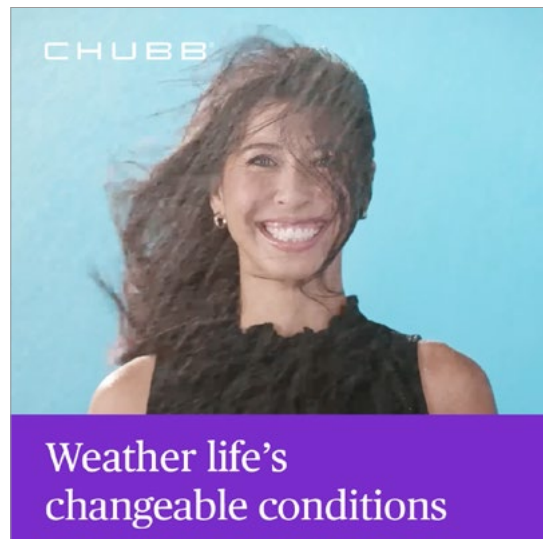


---

## Follow these simple instructions to get your social media campaign underway.

1. Download the three animated social media tiles to your device.
2. Check the calendar and copy any dates into your personal calendar.
3. Choose the message that corresponds with each post (A, B or C), then copy it into your post, adding any personal touches you like along the way.
4. Publish your post, sit back, and wait for the enquiries to roll in.

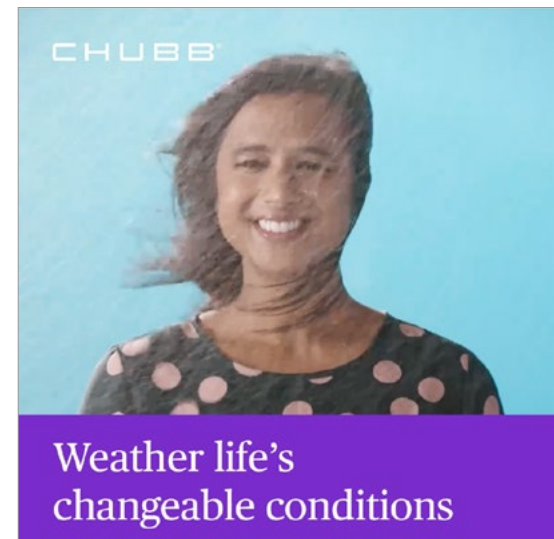
**A.**



**B.**



**C.**



[Download social tiles](#)



## Get your posts to shine

Once you've grabbed attention with some scroll-stopping animations, a little well crafted messaging will help your posts stand out.

Here's some text that's been written to prompt action and get results. You can use it as is, or add your own personal touches if you wish.

- A.** Life can be as changeable as New Zealand's weather. Thankfully, Chubb Life has made it even more affordable to make sure you're ready for anything, by **increasing their Lifetime Reward from 10% to 15% for a limited time.** Talk to me today about getting prepared. T&Cs apply.
- B.** Discounts always make budgets breezier. Right now, Chubb Life has some great offers to save you money on your insurance premiums, like the 15% Lifetime Reward (for a limited time), a Multi-benefit discount and 2 months' FREE cover (expiring on 30 June 2024). T&Cs apply.
- C.** Don't forget that Chubb Life's perfect storm of offers (15% Lifetime Reward, Multi-benefit discount and 2 months' FREE cover) expires on 30 June 2024. Let's chat 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 **Are you prepared for a rainy day?**

---

Hi <Name>,  
Life can be as changeable as the New Zealand weather. Thankfully, Chubb Life is making it a breeze to get the right cover for you for an even better value, so you're prepared for a rainy day. They're currently offering:

- 15% Lifetime Reward Multi-benefit discount**
- Multi-benefit discount**
- 2 months' FREE cover**

(all three offers apply to Assurance Extra and Assurance Extra Business products)

Plus, there are more reasons that you might consider Chubb Life to make sure you're ready to weather life's changes.

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., visit [www.chubblife.co.nz/financial-strength](http://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 to chat about these great offers in more detail, and I'll help you get the right cover in place.

Kind regards,  
<Signature>

---

       **Send**

## EMAIL #2

New message   

To Cc Bcc

---

Subject **Make hay while the sun shines**

---

Hi again <Name>,  
Just a quick reminder that Chubb Life's current **15% Lifetime Reward** offer will expire soon on 30 June 2024.

They're also offering:

**Multi-benefit discount**  
**2 months' FREE cover**  
(all three offers apply to Assurance Extra and Assurance Extra Business products)  
All offers expire on 30 June.








The multi-benefit discount and 2 months' FREE cover offers will expire on 30 June 2024. If you're a new customer, this is a great opportunity for you to get comprehensive and affordable protection customised to your needs.

If you're interested, drop me a line or give me a call before the [Sender to add in date] to give us time to work out the right level of cover for your individual circumstances.

I look forward to hearing from you soon.

<Signature>

---

       **Send**



Here's a handy calendar that will help you plan when to send out your emails and publish your social media posts.

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

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

Here's a handy calendar that will help you plan when to send out your emails and publish your social media posts.

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

---

Proudly protect-  
ing the life's work  
of New Zealanders,  
with ours.