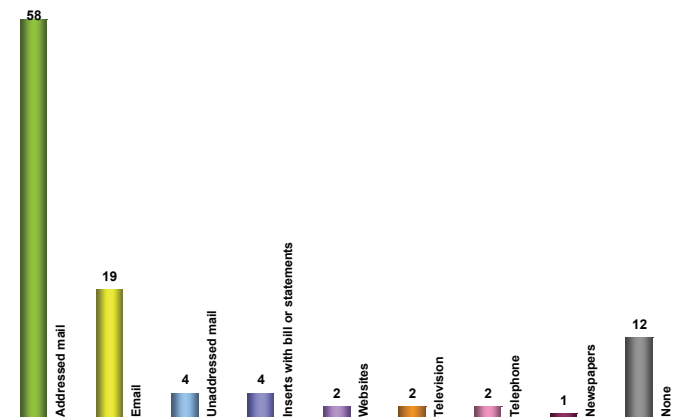




What media should
insurance companies
consider to reach their
customers and prospects

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of insurance companies prefer to receive promotional communications via:

58%

Addressed mail

19%

Email

4%

Inserts with bills or statements

Key demographics

- Customers selecting addressed mail include 70% of households with an income up to \$49K.
- Over half of all insurance customers educated to University level expressed a preference for addressed mail.

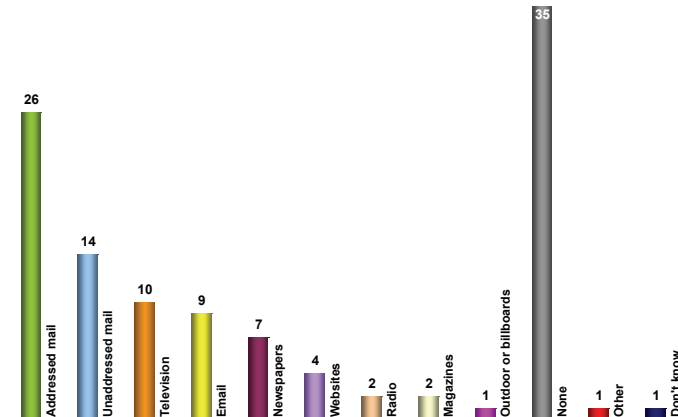
Base: Insurance customers n = 503

INSIGHTS

Addressable channels offer clear benefits for retaining insurance customers but also interestingly appear to offer a preferred way of reaching new customers. This would require the sourcing of suitable targeting data.

The preferred mix of channels for customer acquisition highlights the opportunity for integrated campaign activity, combining the broadcast impact of TV with the precise targeting of the best prospects using direct mail.

CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of insurance companies prefer to receive promotional communications via:

26%

Addressed mail

14%

Unaddressed mail

10%

Television

Key demographics

- Over a quarter of all respondents in the 18-29 age-range expressed a preference for addressed mail.
- The next preference was unaddressed mail and email, both at 19%.

Base: Insurance customers n = 501

SPOTLIGHT ON DIRECT MAIL

Customers of insurance companies show a significant preference for receiving marketing communications through addressed mail. The appeal of personalised mail is consistent across all age groups, being the top choice for 18-29 year olds just as it is for the 65+ age band.