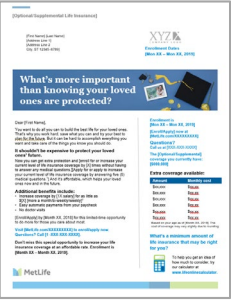


Employee Communications - **Click on each image to surface the document**

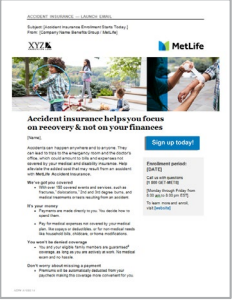
Personalized Letter

Direct mail letter tailored for each employer and employee that explains the product, offer and highlights a call to action



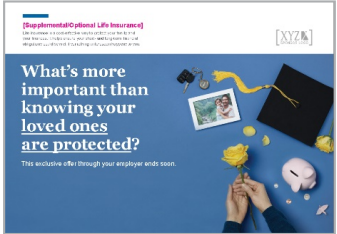
Emails

Email tailored for each employer and employee that explains the product, offer and highlights a call to action



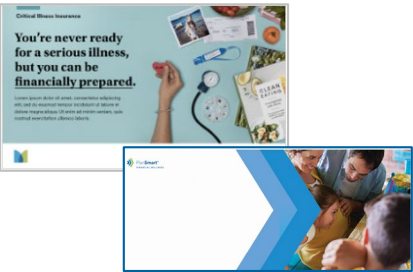
Postcards

Postcard tailored for each customer and employee. Generates awareness or reminds prior to enrollment end date



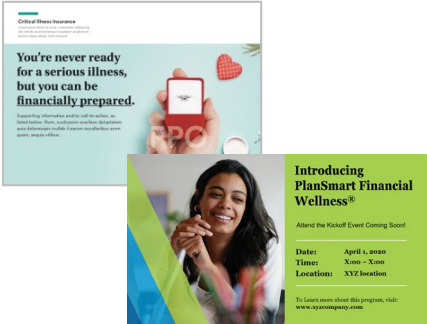
Web Banners

Customizable digital banners for a customer's intranet site



Digital Display Ads

TV or monitor display ads to generate awareness



Posters

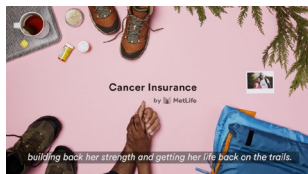
Customizable digital posters can be posted to intranets and microsites to generate awareness and action



Employee Communications - **Click on each image to surface the document**

Product Videos

Video explaining what each product does



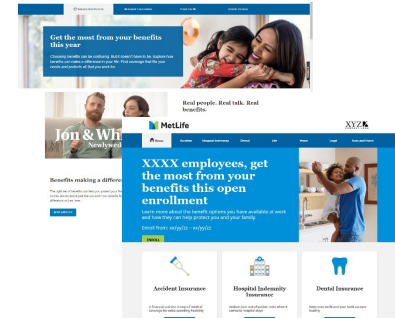
Conversational Videos

Testimonial video helps the viewer understand how the product applies



Custom Microsites

Custom website tailored for each customer highlighting products, offers and educational assets



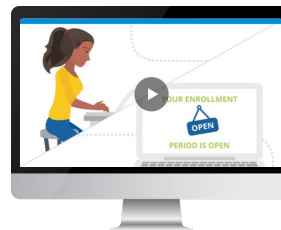
“People Like Me”

Articles featuring people discussing their experiences with employee benefits and how they are relevant



“BenefitTalk”

Interactive digital platform that uses relatable language and a personal narrator, to help employees learn about their benefits



Collateral and Tools

A wide variety of other assets like: Infographic Flyers, Plan Summaries, FAQs, Retractable Banners

