



## Travelers Insurance

The One2One program enables independent agents to customize their own direct mail marketing campaigns using an online application. SMM created an Echo-award-winning campaign to stimulate increased use of the existing program resources, while conducting focus group research into consumer preferences as part of a “creative refresh” of all program materials. Multiple test mailings in major U.S. markets established creative guidelines that informed the development of a new Corporate Branding Guide. SMM is currently applying the new branding to a phased-in revamp of the entire One2One program.

**Your opinion.**

**Online**  
at <www.url-tbd.com>

**by Phone**  
<1-800-TBD>

**When it comes to our service, one thing matters most.**

are an important  
Agency Name>

rt: only six questions  
rove to access our

s and family

<Agency Logo>

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<AGENCY LOGO>

<Agency Name>  
<Agency Street>  
<Agency Suite>  
<Agency City, State, Zip>

TRAVELERS

<Sam and Sally Sample>  
<123 Main Street>  
<P.O. Box 456>  
<Anytown US 12345-6789>

Dear <Sam and Sally Sample>,

Thank you for trusting <Agency name> to help you choose the home, property, and auto insurance that fits your needs. We know there are many options available to you, and we thank you for your business. By insuring your home and auto with Travelers through our agency you will always have knowledgeable, friendly people who make your needs a priority.

We look forward to assisting you for years to come.

Sincerely,  
<Agent Signature>  
<Agent name>  
<Agent title>  
<Agent email>  
<Agency URL>

PS: Check out all the great resources available to you as a Travelers customer.

**For your convenience**  
Register at [www.mytravelers.com](http://www.mytravelers.com) to:  
• View your account summary  
• Check claim status  
• Review available payment options

**For your protection**  
Ways to protect your auto, home and property:  
[www.travelers.com/prepare-prevent](http://www.travelers.com/prepare-prevent)  
• Plan ahead for a weather disaster  
• Create a survival kit  
• What to do if your car breaks down

**At your service**  
Keep the enclosed Preferred Customer Cards handy in the event of an emergency.  
**Policy Service:** <Policy Service #>  
**Claim Reporting:** <Claim Reporting #>

Share your experiences or refer a friend to our agency.  
Listen to what other Travelers customers have to say.  
[www.travelers.com/claim/customer-stories](http://www.travelers.com/claim/customer-stories)

**Preferred Customer Cards**

<p>Home Policy #: &lt;0123456789123&gt;</p> <p>Auto Policy #: &lt;0123456789123&gt;</p> <p>Agency name: &lt;Agency Name&gt;</p> <p>Issued to: &lt;Sam &amp; Sally Sample&gt;</p> <p>Claims Reporting Line: &lt;Claim Reporting #&gt;</p> <p>Risky Service Number: &lt;Policy Service #&gt;</p>	<p>Home Policy #: &lt;0123456789123&gt;</p> <p>Auto Policy #: &lt;0123456789123&gt;</p> <p>Agency name: &lt;Agency Name&gt;</p> <p>Issued to: &lt;Sam &amp; Sally Sample&gt;</p> <p>Claims Reporting Line: &lt;Claim Reporting #&gt;</p> <p>Risky Service Number: &lt;Policy Service #&gt;</p>
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Please keep one of these wallet cards with you at all times. It has the information you will need in case you need to file a claim. These cards are not proof of insurance.

**Do the policies you have provide the protection you need?**

**Opening your door to opportunity could save you up to 15% on your auto insurance.**

TRAVELERS

**You could drive your home insurance premiums down by up to 15%.**

**You could drive your home insurance premiums down by up to 15%.**

TRAVELERS

### Goals:

- Increase utilization of existing One2One program
- Optimize variables for “Creative Refresh” initiatives

### Results:

**140% INCREASE**

IN ONE2ONE SYSTEM UTILIZATION

**206% INCREASE**

IN NEW CUSTOMER ACQUISITION MAILINGS

**18% INCREASE**

IN LOYALTY PROGRAM ENROLLMENTS

**120,000 TRIAL MAILINGS**

TESTING MULTIPLE CREATIVE VARIABLES IN 30 MAJOR MAKETS