

# Group Life Insurance Case Study

## *Captivate Campaign Delivers Strong Response and Purchase Intent for a Leading Financial Brand's Group Life Insurance Product*

### Challenge

Drive response and increase consideration for leading financial service brand's group life insurance product among senior managers and influencers.

### Campaign Recap

Building Select Buy

12-week Campaign: Oct – Jan 2012

Rotation: 10 times per hour (7am - 7pm)

Product Type: :15 second spot



### Results

#### Strong Response

**44%** senior managers+ visited the website after seeing the ad on Captivate; 231 index to Captivate average

**42%** senior managers+ discussed/recommended after seeing the ad on Captivate; 281 index to Captivate average

#### Strong Lift in Purchase Intent

**85%** lift in purchase intent among senior managers (test vs. control)

Planned Response to the Group Life Insurance ad	Senior Managers+
Visit website mentioned in the ad to learn more	<b>44%</b>
Recommend/Discuss the advertised brand with a friend/colleague.	<b>42%</b>
Reach out to the advertised brand via phone.	<b>45%</b>
Search the internet (e.g. Google) for more information about the advertised brand	<b>52%</b>

19%  
CAP Average

11%  
CAP Average