

CONCEPT 3: “Zeros” 6 x 9 Bifold with step-cut insert

Outer wrap gives prominence to the \$1 billion savings.
Insert provides benefits of the individual insurance products. (For Auto members, the 2nd spread provides switching messaging.)

Primary message:
What will you do with the money you save?



Front panel



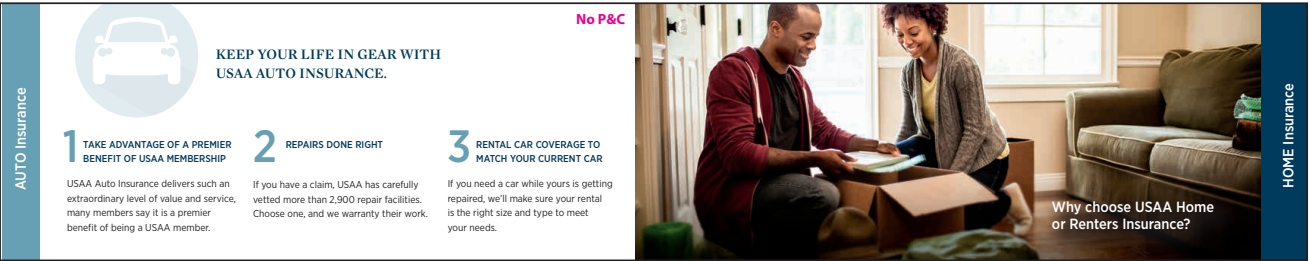
Mailing panel



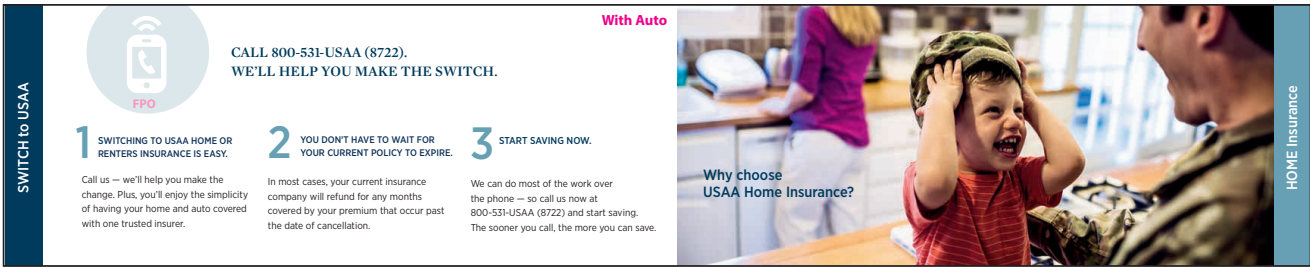
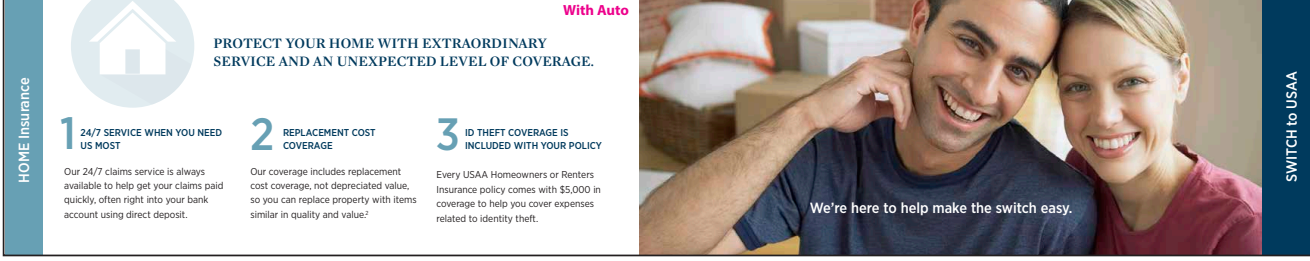
Inside panel



No P&C



With Auto



Inside step cut folding insert panels