



CREATIVE BRIEF TEMPLATE

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Project Name: AAA Living – September/October Cover Wrap – Michigan & Illinois Markets		Date: June 19, 2007
Department: Insurance	Phone:	E-mail:
Project Initiator: Debbie Haas		
1) What is the business objective?		
To build awareness and generate interest among members that AAA has updated home and auto insurance products with great prices.		
2) What is the desired call to action?		
(1) We'll make sure you have the right auto policy coverage. (2) We'll check to make sure you have the right home insurance coverage. (3) We'll show you how much you can save with AAA when you bundle auto and home coverage and apply all of the discounts.		
3) Is there an ROI or tracking of effectiveness in place?		
Insurance quote volume will be tracked. Quotes converted to sales will be tracked.		
4) Who is the primary target audience?		
(1) Members who own or lease cars and own homes or condos with clean driving records and claim histories. (2) Members without home or auto insurance (3) More specifically, married couples with average or higher income, age range 25 – 60 AND young professionals who rent.		
5) What marketing channels are proposed?		
A 4-page cover wrap on the September/October issue of AAA Living Magazine – Michigan and Illinois markets only.		
6) What is the unique selling proposition of this product / service?		
As a member of AAA, you can take advantage of the right home AND auto insurance coverage at the right price for you and your family. Plus, AAA can help you save even more when you bundle your auto and home insurance policies.		
7) What is the primary feature in this offer?		
For generations, AAA has continuously put their members first by striving to offer quality products and services at the right price to meet their members' needs. Insurance is no exception.		
8) What is the primary benefit?		
Auto Insurance: Additional savings are possible when insurance through AAA, like safe-driver, good student, seat belt, air bags/car alarms and multi-vehicle discounts. If you have an accident, AAA's claim service is available to you 24 hours a day, 7 days a week, with guaranteed workmanship through their AAA Authorized Direct Auto Repair Shops. Home Insurance: Several levels of coverage available that provide solid financial security, from traditional coverage to preferred coverage which covers the full cost of replacement or restoration, and market value policies which protect homes that have not kept up with rising replacement costs.		



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9) What attributes or core values should be conveyed?

Trustworthy, Reliable, Leader, Cares for the Customer

10) Can this offer go against the competition?

Yes, however, message must overcome the fact that many members still perceive that insurance through AAA is more expensive than competitors in the market place.

11) Are there any intangibles that need to be addressed, i.e.: politics, sensitivities, conflicts?

In Michigan, messaging cannot refer to discounts. It is a savings message.

12) What are the mandatory aspects of this work?

In support of the Accelerating U campaign: Only AAA provides its customers with solution-based products and services that keep them moving and advancing forward on their life's journey.

Ask consumers to "check us out now."

Artwork should be negotiated for use in email marketing and on the Web site.

Include AAA logo and tagline

Use red as a brand signature color theme

Call to action: Michigan 1-888-203-2608 Illinois 1-888-203-2654

Home products are annual only and include home, condo and renters insurance.

Direct readers to look inside the magazine for an accompanying ad (Illinois only).

Underwriting disclaimers: Michigan: Insurance underwritten by Auto Club Insurance Association family of companies.

Illinois: Insurance underwritten by MemberSelect Insurance Company.

In Michigan – target members without auto or home insurance only (do not encourage existing members to re-quote)

13) What is the timetable and deadline for this project?

Preliminary concepts due June 29. Follow up on initial review due July 9. Final sign-off for Legal due July 16. Turn over to printer on July 23.

Cover wraps targeted to hit households between August 30 – September 7, 2007

14) What is the budget?

Undisclosed