



CREATIVE BRIEF TEMPLATE

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Project Name: IAuto Insurance Test Marketing		Date: 6/15/07
Department: Marketing	Phone:	E-mail:
Project Initiator: Business Line: Insurance Project Specialist:		
1) What is the business objective?		
<i>Increase auto insurance purchase by AAA members in Massachusetts</i>		
2) What is the desired consumer reaction?		
<i>Generate calls to AAA Insurance counselors, and visits to Insurance agents at branches; increase website visits and inquiries via website</i>		
3) Is there an ROI measurement or tracking of effectiveness in place?		
<i>Yes. Careful tracking by call counselors and branch agents, and cross-checking with targeted direct mail lists and radio buy to evaluate response rate.</i>		
4) Who is the primary target audience?		
<i>AAA members in select Massachusetts markets who do not currently have AAA Insurance.</i>		
5) What marketing channels are proposed?		
<i>Radio, e-mail, direct mail</i>		
6) What is the unique selling proposition of this product/service?		
<i>AAA members in Massachusetts save an additional 5% on auto insurance</i>		
7) What are the primary features of this product/service?		
<i>Ease of Purchase: AAA Insurance offers multiple ways to purchase: in person at branch, by phone or online. Quality/Peace of Mind: AAA Insurance is backed by AAA's quality reputation</i>		
8) What are the primary benefits?		
<i>Savings, Convenience, Security, Peace of Mind.</i>		
9) What attributes or core values should be conveyed?		
<i>Care for Customer, Leader, Leader, Trustworthy, Reliable, Worth More, Best Brand</i>		



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10) Can this offer stand against the competition?

Positive: 5% savings; ease of switching; AAA has excellent brand recognition and reputation in Massachusetts. Convenience of Saturday hours.

Negative: Inertia (reluctance to switch insurers); high degree of loyalty to present agent

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

State regulations have made the insurance industry in Massachusetts a price-driven commodity business.

12) What are the mandatory aspects of this communication?

In print and e-mail: Leverage recognition of campaign with use of red color

Include AAA Insurance logo, 800#, AAA.com, AAA Insurance Agency, Inc.

Include cross-sell line for other insurance products

Radio: leverage existing "signature sound" from previous radio

Include Saturday hours, 35 locations, 800#, AAA.com

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

Creative approved by July 3, printing and production complete by July 11

E-mail and Direct mail to hit week of July 16

2-week radio flight to air July 16-July 28.

14) What is the budget?

\$40,000