



Bark Branding

Creative Brief

Bark Branding on Behalf of
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1. Objectives / metrics

Increase the number of clients with young families by 5 before the end of 2018.

Increase number of Facebook Followers to 100 or more by the end of 2018.

Create and Utilize Twitter to gain 50 followers by the end of 2018.

2. Your products and services

Three of the areas we see the best opportunities to market towards young families are Life Insurance, Education Funding options and Financial Services.

Life Insurance is one of those factors that tie in with marriage, buying a house and raising a family—life experiences that many Millennials are beginning to explore. It is a product that they will need heading into the future and through consulting them you are performing a valuable service.

As young families watch their children grow up, the discussion of education comes into place. With the rising cost of college education, Education Funding options become more essential. This is another product you can offer with your service of consulting.

The third area is Financial Services. Raising a family can be difficult and a young family needs help going into the future. You can offer those financial services in a way that allows a direct relationship with the clients.

The New York Life Insurance website said it best on their website with the phrase, “buying a promise.” It is difficult to place life insurance in one category when it is truly a combination of both.



3. Customers

- a. Age: 25-45
- b. Gender: Both
- c. Family size: small, growing
- d. Family life cycle: married (with children)
- e. Income: varied
- f. Occupation: varied
- g. Education: Bachelors Degree

4. Competitors

The first two non-ad results in a Google Search of “life insurance for young families” is a web page from State Farm and a web page from Charles Schwab.

State Farm sells their insurance claiming it as reliable because they have a history in the business and are marketing it as insurance that has “never been more affordable.”

Charles Schwab, on the other hand, is selling their insurance through presenting it in a friendly way, making it easy to understand by offering comparisons between various options right away.

MetLife is another competitor that sells their insurance as a guide through life's more difficult challenges. MetLife offers a digital legacy allowing you access to important documents through the web while also offering help in transition periods from one company to another ensuring the right decisions are made.

5. Positioning

New York Life has an excellent to navigate website when it comes to the young families page on the website. Life insurance is presented as easy to flex with the needs of a growing and changing family, has options to comparison shop right in the website, and options to talk to experts right on the site.

Being one of those experts is what makes the company successful, because no matter how it is presented online, life insurance is a complex topic and new buyers will need someone knowledgeable to be their guide.



6. Budget

Around \$75 for social media advertising targeted towards young families.

\$500- \$2000 for potential sponsorship of a family event.

7. Action Plan

Video:

- Message: The importance of life insurance for young families to provide for the new dependents in your life.
- Tone: Warm and Inviting
- Using the image of a parent and a child giving a pinkie promise.

Press Release:

- Message: New York Life offers a flexible life insurance plans for young families.
- Pitched to local news organizations including newspapers, television and radio stations.

Social Advertising:

- Utilizing the video on Facebook to boost it towards people in the area.

Sponsoring a family event

- For Example: Disney on Ice, Paw Patrol Live, Sesame Street Live.
- Sponsoring the event, having a booth, promotional items including shirts and brochures.