

Introduction Email V1

Subject Line:
Enter the Onsite Idea Contest Today

Deliver added value to all clients.
Then book your dream trip to Aruba.

• THE ONSITE IDEA CONTEST •

Starting today, all Account Directors and Account Managers are invited to participate in our Onsite Idea Contest. **The goal is to generate creative ideas for new onsite opportunities.**

CONTEST DETAILS

DATES: January 4-22

SUBMIT IDEAS TO: PMAffinity@LibertyMutual.com

JUDGING CRITERIA: Is the idea unique? Does it drive new business?
Is it an attractive option for our employer clients?

WINNER ANNOUNCED: February 2 at the 2016 Benefit Meeting in Plano

PRIZE: \$2,500 ACE Award

Make a Difference Today

We want to hear from you, the unquestioned experts in your field. Please use your firsthand experience and knowledge to help us brainstorm creative onsite opportunities—and keep our organization growing.



Reminder Email V1

Subject Line:
Still Time to Enter the Onsite Idea Contest

Help Liberty stay ahead of the competition.
Then buy a 60-inch high-def TV.

• THE ONSITE IDEA CONTEST •

10

DAYS LEFT

Thanks to everyone who has already participated. For those who haven't joined yet, there's still time remaining, as the contest ends **January 22**. So keep those ideas coming.

ACT NOW. GOOD LUCK!

SUBMIT IDEAS TO: PMAffinity@LibertyMutual.com

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Final Chance Email V1

Subject Line:
Just 5 More Days to Enter the Onsite Idea Contest

Strengthen your client relationships.
Then pay off those holiday bills.

• THE ONSITE IDEA CONTEST •

05

DAYS LEFT

Friday is the last day of the Onsite Idea Contest. Remember, we want creative ideas for onsite opportunities.

If yours is selected as the winner, you'll receive a \$2,500 ACE Award.

ACT NOW. GOOD LUCK!

SUBMIT IDEAS TO: PMAffinity@LibertyMutual.com

JUDGING CRITERIA: Is the idea unique? Does it drive new business?
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Subject Line:
The Onsite Idea Contest Is a Big Success

THANK YOU

45

IDEAS SUBMITTED

The Onsite Idea Contest is in the books, and it was a major hit. There were a total of 45 ideas submitted.

Throughout the three-week contest, you displayed tremendous creativity and passion. Because of your participation, we're one step closer to launching some exciting new onsite opportunities. And someone is one step closer to \$2,500.

IDEAS UNDER REVIEW

A panel of judges is currently reviewing your submissions. The winning idea will be announced at the 2016 Benefit Meeting in Plano on February 2.

