

Prepare for What's Next

Protecting your clients for life



ONEAMERICA®

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Prepare for What's Next

When your clients are preparing for retirement, the potential need for long-term care is often an after-thought. Navigating all the options can be daunting and stressful, which is likely why so many put off the decision making.

Other carriers claim that your clients don't need protection beyond the average length of care. But preparing for the average could leave a large gap, forcing clients to quickly deplete retirement assets and turn family members into full-time caregivers.

The assets in this campaign will help you share content with producers or clients in a way that works best for your strategy. One collection is intended to work together, producing a cohesive message. The other can be used together, in sections of three or individually, to suit your needs.

Using these targeted messages as part of your marketing strategy will help drive traffic, leads, and sales with your audience. Download and post our content on your Twitter, LinkedIn, and Facebook pages. You can also use our content in your emails and presentations.

Follow **@OneAmerica**



**PEACE
OF MIND**



**STABILITY
FOR LIFE**



**SECURITY YOUR
CLIENTS CAN'T
OUTLIVE**



**SUPPORT
FOR LIFE**



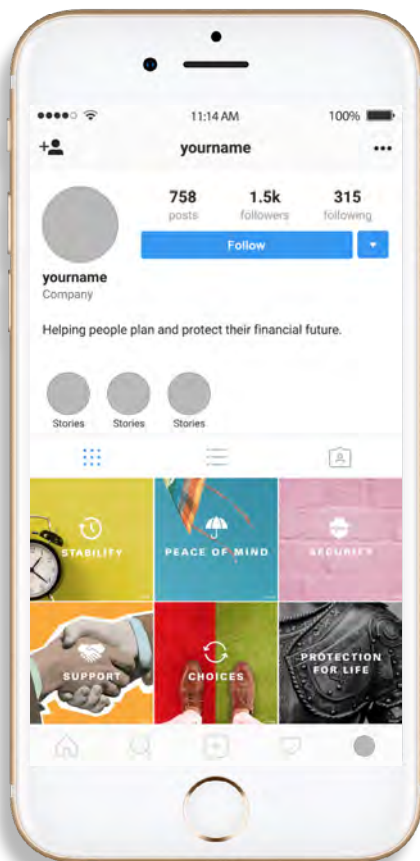
**FLEXIBLE
FUNDING**

Protection for Life

OneAmerica Care Solutions product suite offers a combination of protection and service you won't find anywhere else. This set of content can help you relate to your clients what makes OneAmerica different in the marketplace:

- Security that your clients can't outlive.
- Flexible choices on funding their protection.
- Dedicated support when your clients need it.
- Stability in the LTC marketplace.
- Peace of mind in knowing that they and their families are protected.

The six assets in this collection work together to tell this story. To do it effectively, they should be posted once daily and without other posts in between. Each asset has caption options suitable for either a producer-facing or consumer-facing audience.



Best Practices

Consider these tips when using this series of assets to make the most impact.

Post consecutively

To be most effective, post consecutively over six days, one per day. Follow the recommended order (1-6).

No interruptions

That means no other non-related posts in between the series. This will help the message stay cohesive. If other posts appear in between, it will reduce the impact of the campaign.

Captions

We're providing you with two sets of captions: producer-facing and consumer-facing. Choose the set that works best for your audience.

Other uses

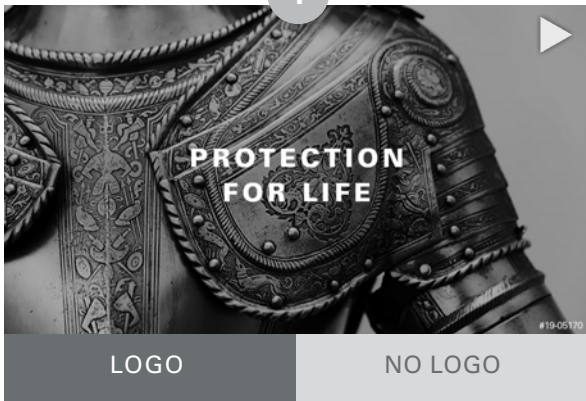
You can also share this content via email, or add them into presentations for producers or clients.

START POSTING

Post Sequence & Captions

Click the images below to download, embed or share on your social media.

1



Caption for Overall Audience: Protection for life, with personalized service. #ProtectingForLife

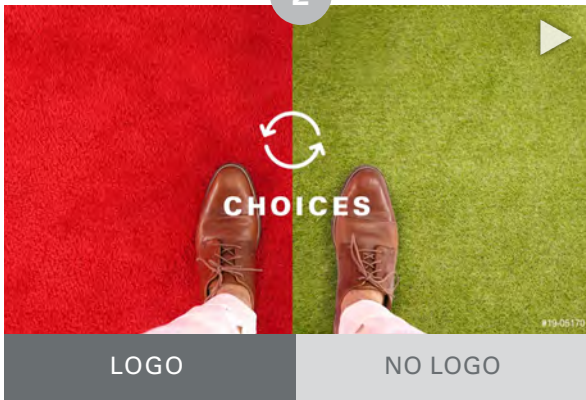
4



Consumer Audience Caption: Solid security you can't outlive. #ProtectingForLife

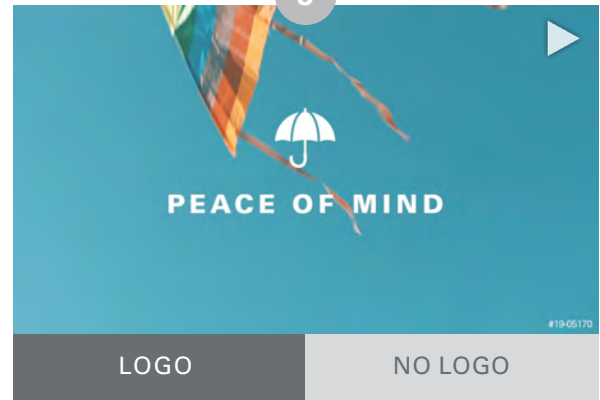
Producer Audience Caption: Solid security your clients can't outlive. #ProtectingForLife

2



Caption for Overall Audience: Flexible funding for each lifestyle. #ProtectingForLife

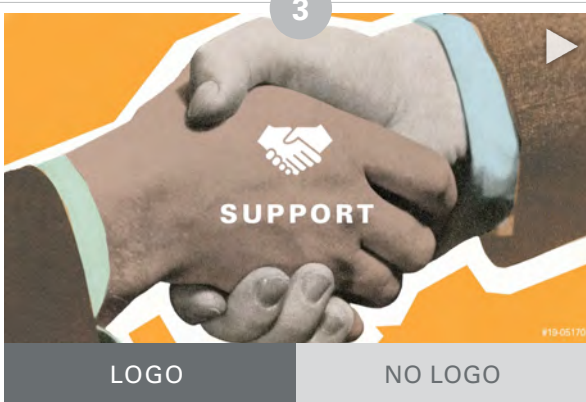
5



Consumer Audience Caption: Breathe easy. You're protected. #ProtectingForLife

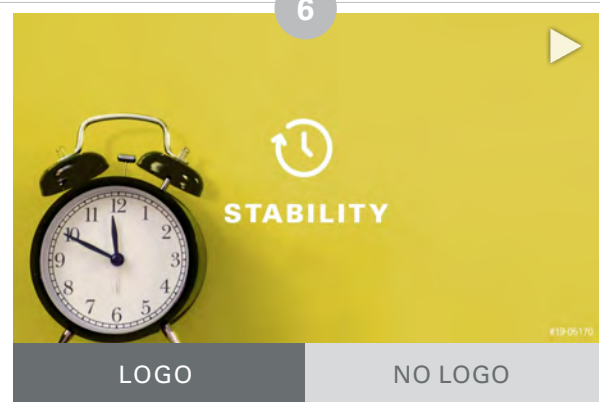
Producer Audience Caption: You can tell them to breathe easy. They're protected. #ProtectingForLife

3



Caption for Overall Audience: It's not customer service, it's PERSONAL service. #ProtectingForLife

6



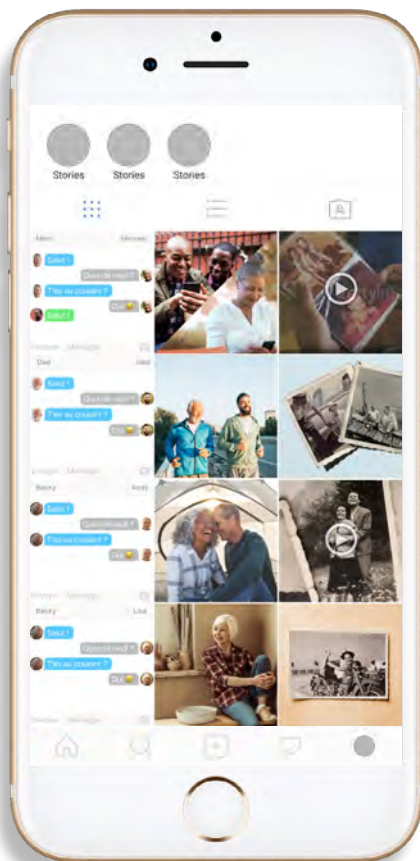
Caption for Overall Audience: Stability and protection when you need it. #ProtectingForLife

A Promise for a Lifetime

This collection offers story-based assets that connect with clients on a more personal level. It features four potential client personas: Andy and Becky, Lisa, Thorpe, and Michael.

The campaign breaks up in four bundles of three assets each. Each bundle features an emotional video or photo, a picture introducing each persona, and an engaging texting story video.

You do not have to use all 12 assets. You can choose the bundles that resonate most with your audience. Although each item can also be used individually, posting the bundles will help you communicate a more thorough narrative.



Best Practices

Consider these tips when using this series of assets to make the most impact.

Post consecutively

We recommend one post a day over 12 days. Follow the recommended order when posting (1-12). If you share only one of the persona bundles, post each item in the suggested order.

No interruptions

That means no other non-related posts in between the series. This will help the message stay cohesive. If other posts appear in between, it will reduce the impact of the campaign.

Captions

We're providing you two sets of captions: producers and consumers. Choose the set that works best for your audience.

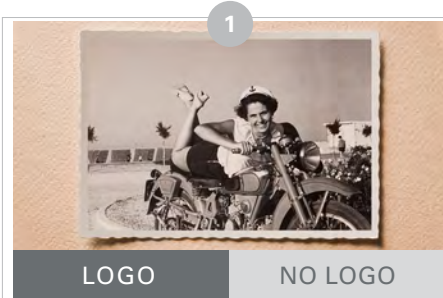
Other uses

You can also share this content via email, or add them into presentations for producers or clients.

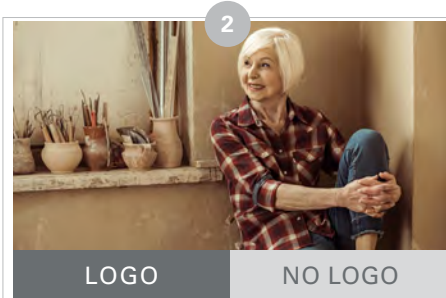
START POSTING

Post Sequence & Captions

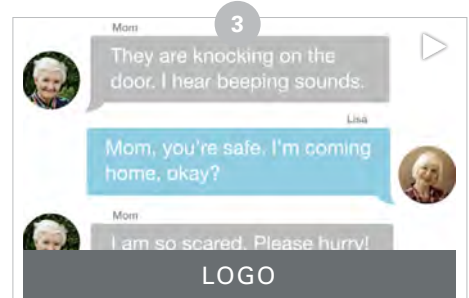
Click the images below to download, embed or share on your social media.



Caption for Overall Audience: My mom is fearless. I'm happy she prepared for retirement. Thinking ahead allows her to be the fearless woman she's always been, despite her illness. #ProtectingForLife



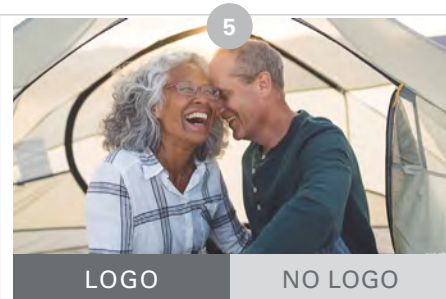
Caption for Overall Audience: Persona photo: Lisa likes pottery because it speaks to her about life. Just as she shapes the clay into art, she has the flexibility to repurpose her resources in retirement. Do you? #ProtectingForLife



Caption for Overall Audience: Are you prepared for what's next? #ProtectingForLife



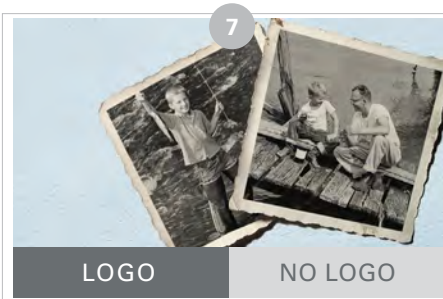
Caption for Overall Audience: You made a promise to each other, a promise for a lifetime. Let us help you protect that. #ProtectingForLife



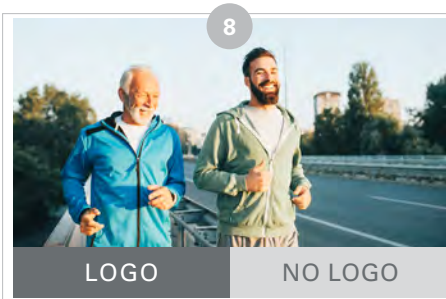
Caption for Overall Audience: Love comes unexpectedly, and it sweeps you off your feet. Hurdles in life can do the same. How are you protecting your loved ones? #ProtectingForLife



Caption for Overall Audience: Are you protected for life? #ProtectingForLife



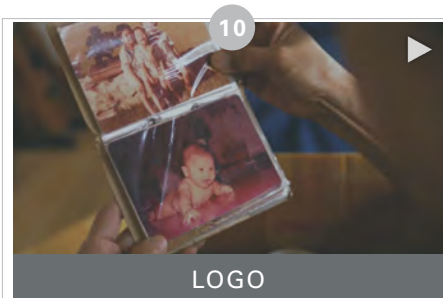
Caption for Overall Audience: When I was a kid, my dad taught me when to reel it in and when it's time to let go. Now he's teaching me about life after work, and how loving means protecting the ones you care for. This is his legacy to me. #ProtectingForLife



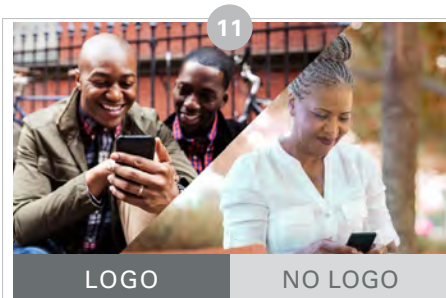
Caption for Overall Audience: As a parent, protecting my kids always comes first. I want to leave them a legacy I can be proud of. I want to help them be ready for whatever comes next. #ProtectingForLife



Caption for Overall Audience: Are you prepared for what's next? #ProtectingForLife



Caption for Overall Audience: Love comes in all shapes, at different seasons. Loving your kids can also take different shapes... from the home in the best school district to providing for them after you're gone. It's all part of the same picture. #ProtectingForLife



Caption for Overall Audience: My dad was always there for us. I want to do the same for my mom now that he's gone. I want to make sure we are prepared for whatever comes our way: in my family life and her retirement. #ProtectingForLife



Caption for Overall Audience: Are you protected for life? #ProtectingForLife

Visit **AssetBasedLTC.com** and get
started on a campaign today!

START POSTING

Note: OneAmerica® is the marketing name for the companies of OneAmerica. Products issued and underwritten by The State Life Insurance Company® (State Life), Indianapolis, IN, a OneAmerica company that offers the Care Solutions product suite. Not available in all states or may vary by state.

About OneAmerica®

A national provider of insurance and financial services for more than 140 years, the companies of OneAmerica help customers build and protect their financial futures.

OneAmerica offers a variety of products and services to serve the financial needs of their policyholders and customers. These products include retirement plan products and recordkeeping services, individual life insurance, annuities, asset-based long-term care solutions and employee benefit plan products.

Products are issued and underwritten by the companies of OneAmerica and distributed through a nationwide network of employees, agents, brokers and other sources that are committed to providing value to our customers.

To learn more about our products, services and the companies of OneAmerica, visit **OneAmerica.com/companies**.