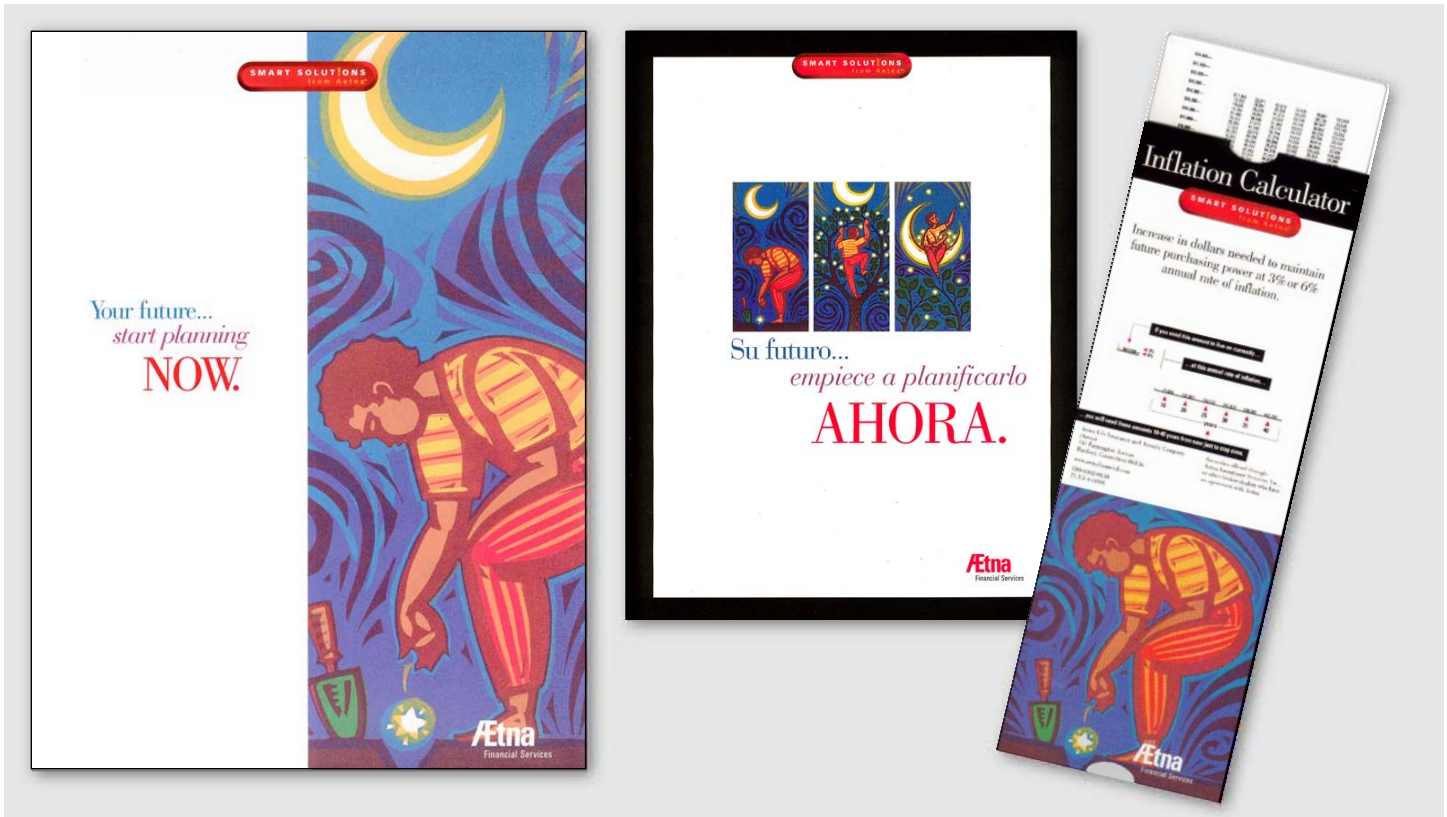


**Need to get a single message across to multiple audiences?
Conceptual**eyes** helps you be heard across business and cultural barriers... in any language.**



Aetna Financial Services

**Multi-Cultural Marketing Materials — Your future... start planning NOW.
Su futuro... empiece a planificarlo AHORA**

Situation:	Objective:	Strategy:	Results:
<p>A leading provider of institutional tax-qualified savings plans, Aetna, saw its market share slipping due to marketing materials that were confusing to both its broker representative and savings plan participant audiences and were not well received by ethnic audiences.</p>	<p>First, redesign the look of the materials to appeal to multicultural audiences. Second, streamline plan information materials into one comprehensive booklet and create coordinated collateral marketing materials and end user tools in order to increase sales while reducing internal review and approval cycles as well as outside production and distribution costs.</p>	<p>Using imagery that transcends language and tells a story on its own, create an easy-to-read enrollment booklet that clearly shows the need for and benefits of saving now for tomorrow. From this core, produce Spanish language versions of these materials to mirror the English versions in style, format and page count in order to facilitate legal review and approval, as well as presentations for multi-language groups, and give marketing reps tools they can confidently speak to in either language.</p>	<p>Your future... start planning NOW and its Spanish twin Su futuro... empiece a planificarlo AHORA have become Aetna’s most successful marketing campaign to date with over one million plan booklets in print. The campaign has seen a 30% increase in orders, a 23% increase in sales and a 35% increase in contribution levels by participants. And the streamlined materials have reduced the firm’s production and fulfillment costs by over 38%.</p>