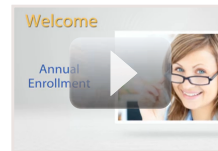


VIDEO POSTCARD COMMUNICATIONS CAMPAIGNS

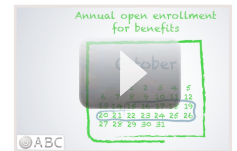
Flimp Media will work with Willis Human Capital Practice clients to develop employer-branded video postcard email campaigns to communicate benefits information to employees. Video postcards are an effective and engaging tool you can use to communicate open enrollment, new hire or educational information about benefits. Video postcards work on all video compatible devices, including smartphones and tablets.

1. WE CREATE AND CUSTOMIZE *your video postcard with the following features:*

- ✓ **An Engaging Enrollment Video**
- ✓ **Your Company's Branding**
- ✓ **A Personal Message to Employees**
- ✓ **High-quality Images and Graphics**
- ✓ **Links to Your Enrollment Software and Information**
- ✓ **Contact Information**



Moving Image Video Example



Motion Graphic Video Example



Executive Presentation Video Example

2. WE DISTRIBUTE & SHARE *your video postcard to eligible employees:*

- ➔ Choose your preferred email delivery from several email distribution options
- ➔ Embed your video postcard into your benefits enrollment website and homepage
- ➔ Edit your video postcard for ongoing new hire communications

3. WE TRACK & REPORT *the following features of your video postcard campaign:*

- Views** - How many times the video postcard was viewed
- WTC** - How many times video watched to completion
- TOF** - Average viewer time spent on video postcard
- TOV** - Average time spent watching the video
- Response Rate** - Responses as a percent of total views
- Response Detail** - Which response links were clicked, # of times
- Form Data** - Web form response data filled out by viewer
- Viral Sharing** - Details of viewer email forwarding activity
- Mobile Data** - Number of views from mobile devices



Click here to see video postcard examples

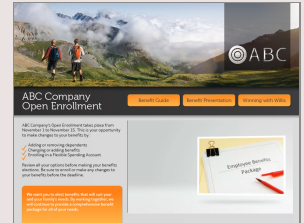
Viewer analytics reports are updated in real time and are available upon client's request.

WILLIS VIDEO POSTCARDS

Willis and Flimp Media will work with Human Capital Practice clients to develop employer-branded video postcard email campaigns to communicate benefits information to employees. Video postcards are an effective and engaging tool you can use to communicate open enrollment, new hire benefits or educational information about benefits.

How Video Postcards work:

Using the FLIMP® video communications platform, we can create your custom video postcard, which will include a video produced by Flimp Media, or one that you provide. As soon as the email is sent or the link provided, tracking begins so you can see how many employees are opening the video postcard and how long they are viewing it.



[Click here to see example](#)

VIDEO POSTCARD ENROLLMENT CAMPAIGN OPTIONS*

	Under 500 Employees	500 -1,000 Employees ¹	Over 1,000 Employees ¹
Generic Enrollment Video (or a video provided by employer)	\$1,000	\$1,500	\$2,000
Semi-Custom Enrollment Video ² (contains employer benefits information)	\$2,000	\$2,500	\$3,000
Custom Produced Video (60 sec video produced by Flimp Media)	\$3,000	\$3,500	\$4,000

¹ Larger campaigns require more support services, testing, bandwidth and activity reporting.

² Semi-custom video includes employer branding and custom scripted details of benefits plan changes and options.

* Other Flimp Media creative management fees may apply. Contact your Willis Regional Communication Consultant for additional information.

EACH VIDEO POSTCARD CAMPAIGN INCLUDES THE FOLLOWING FEATURES AND BENEFITS:

- Engaging benefit video (client provided, generic, semi-custom or custom).
- Creation and distribution of your video postcard.
- Design of branded video postcard for campaign.
- Management and execution of campaign via email (using iContact or employer email capabilities).
- Detailed viewer and campaign reporting, including opens, views, engagement time, video plays, response details and sharing activity.
- Viewing capabilities on all PCs, MACs, tablets and smartphones.

CUSTOM VIDEO OPTIONS (60 SEC):

- ▶ Spokesperson video with graphics
- ▶ Scripted voice over motion graphic video
- ▶ Executive introduction video

Add \$750 per each additional 30 seconds of video. Generic benefits education videos (FSA, HSA, HRA, Dental, Rx, etc.) available for a fee.

**Contact your
Willis Communication Consultant
for additional information
and a project estimate.**