

Agent Campaign

Envelope Copy

a.

Inside:

Raffle entry form, prizes, and info on the new Cross-Sell Program that'll help you earn a bigger piece of the rock

b.

You'll earn more with Prudential's Cross-Sell Program. Details, prizes and raffle entry form inside.

Flyer Copy

Front copy

Prudential's Cross-Sell Program—Working smarter to increase your earning power
Prudential is putting the power of the rock to work for you. Our new approach to sales, is aimed at getting customers to think of Prudential for all of their insurance needs. As part of this campaign, Prudential is sending your customers information on other insurance products and encouraging them to call you directly to sign up.

Reverse copy

Prudential—We're working smarter to increase your earning power.
Details of products to come.

Telephone Center Campaign

Cross-Selling—A Win for Customers and A Win for Prudential