

AMERILIFE®

# Star Report

ISSUE 01

# 2021 National Medicare Insurance Industry Summit Recap

BRAND  
PRESENCE

KEY  
TAKEAWAYS

CORE  
TENETS



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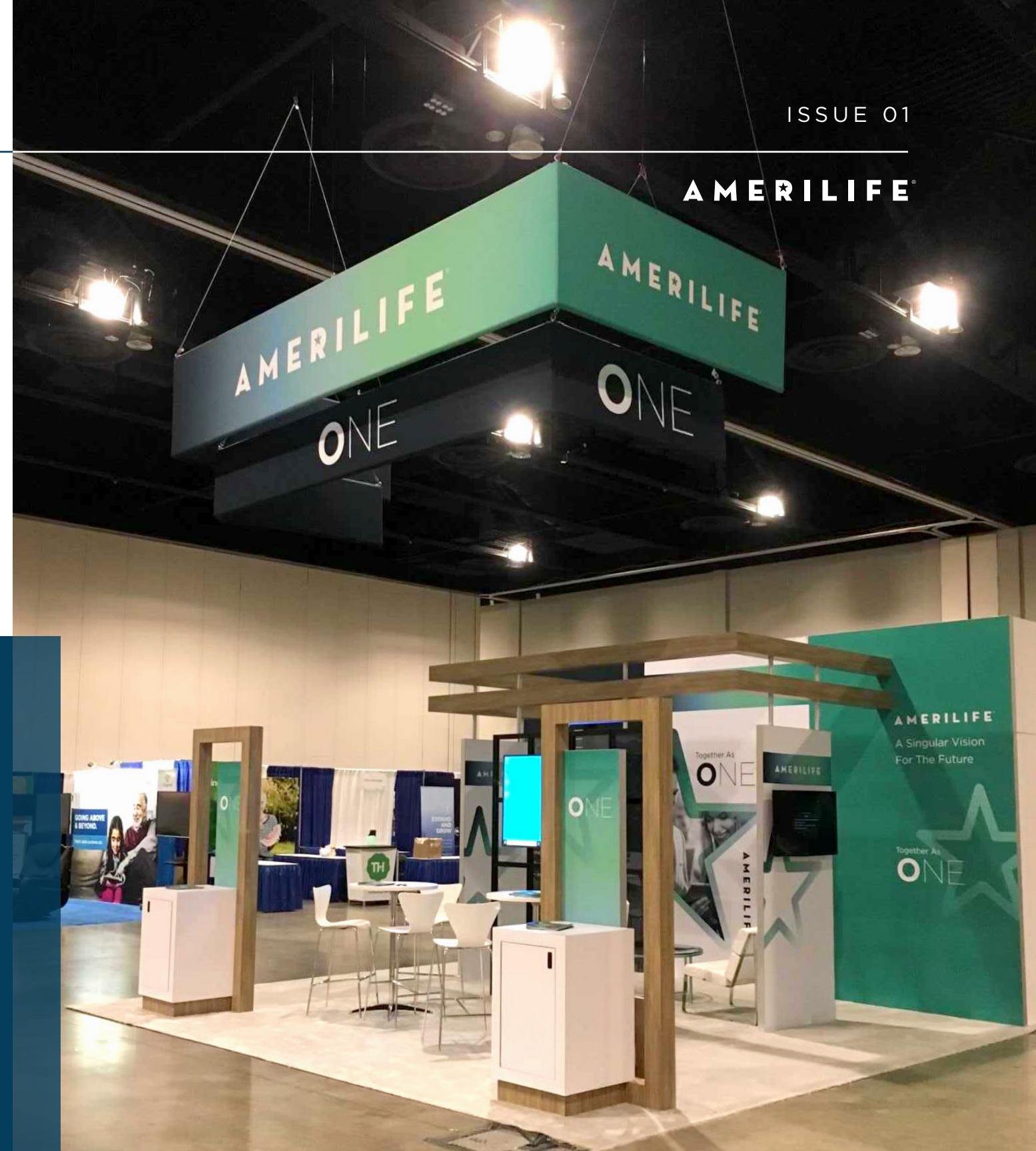
BRAND PRESENCE

ONE Team.  
ONE Vision.

With a singular vision and bold new look, cross-functional teams and key affiliates came together to execute an elevated brand experience for AmeriLife. Bringing the “Together as One” vision to life. Reinforcing existing bonds. Building all new relationships. And generating real-time social campaigns and digital assets that will be leveraged far beyond the show floor.

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## KEY TAKEAWAYS

# Partnership Makes Perfect.

Strong collaboration and participation with affiliate stakeholders and cross-functional AmeriLife teams ensured success.

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- ★ **Brand Strategy & Development**  
Reintroduced the AmeriLife brand, including new colors, fresh graphics and our brand new 'Together As One' tagline.
- ★ **Video Production**  
Documented the 3-day conference to develop content for 20+ videos. A marketing goldmine for now, and the future.
- ★ **Apparel & Collateral Design**  
From uniforms to a uniform appearance, AmeriLife covered the show floor in our fresh look and colors.
- ★ **Social Media Planning & Creative**  
Equipped affiliates with pre-show promotional assets via the Social Press Kit— bolstered by corporate social posts during the show.
- ★ **Project Management**  
Managed the conference from A to Z for over 30 corporate and Affiliate stakeholders.
- ★ **Vendor Management**  
Coordinated with 10+ vendors and conference staff to amplify the AmeriLife presence at the show.



## CORE TENETS

# Tricks of the Trade...Show.

Staying true to these core tenets enabled the team to plan, design and execute a next-level experience.

### Be Prolific

From developing a comprehensive brand identity system to authoring and designing show collateral, video and digital engagements, apparel and more — the team brought the brand to life with 'one' consistent message across every medium.

### Be Agile

Document everything! With video production capabilities at the ready, the team captured the energy and insights directly from the show floor. Conducting interviews with affiliates, executives and carriers. Video gold we can continue to mine well after the show.

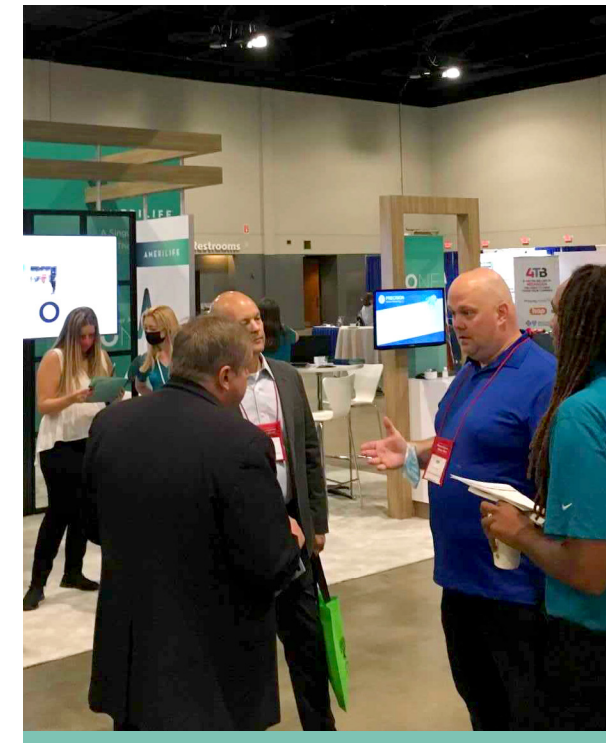
### Be Everywhere

Our video crew packaged ready-set-go-assets in near real time. Enabling our engagement of broader audiences via social channels on the same days of the show! In addition, the team generated interest in our booth—and our brand—with the AmeriLIVE digital mosaic.

### Be Authentic

Our booth (and overall presence) invited the crowds into our family of ONE. By engaging with our audience in person and on screen through meet and greets, digital content, and socially generated graphics...our culture was unmistakable and unapologetically AmeriLife ONE.

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CONTACT US

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## Here to Help.

Want to learn how AmeriLife Marketing can help grow your business?  
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