



## **RAISING EXPECTATIONS, ONE CUSTOMER AT A TIME.**

Allianz Global Risks US knew brokers were used to being disappointed by poor service from insurance companies. But Allianz had committed itself to better service, and wanted to convince brokers they could expect big changes. So they mailed these gifts from well-known, premium brands, but brokers were undoubtedly disappointed by the cheap imitations they found inside. They were then instructed to lift the flap to find the real, high-quality product underneath. It was an effective way to show that Allianz understood broker's disappointments in the past, and prove that they were out to set thing right in the future.

*So, next time you're looking for a creative promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.*

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