

### ENTER WITH A CHALLENGE; EXIT WITH A STRATEGY.

#### **KATHERINE JOHNSON** CHIEF MARKETING OFFICER

INNOVATION PHILOSOPHY:

"NEVER INNOVATE TO COMPETE, INNOVATE TO CHANGE THE RULES OF THE GAME." DAVID O. ADEIFE

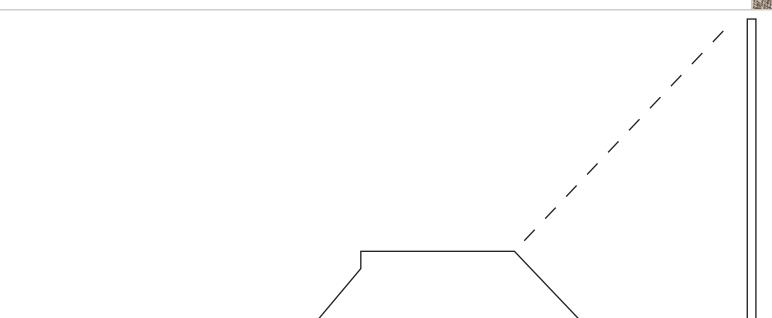
# FOOD FOR THOUGHT

"IN THE AGE OF REVOLUTION IT IS NOT KNOWLEDGE THAT PRODUCES NEW WEALTH, BUT INSIGHT - INSIGHT INTO OPPORTUNITIES FOR DISCONTINUOUS INNOVATION. DISCOVERY IS THE JOURNEY; INSIGHT IS THE DESTINATION. YOU MUST BECOME YOUR OWN SEER." GARY HAMEL, FOUNDER OF STRATEGOS



DID YOU KNOW? ON AVERAGE, 19% OF U.S.





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FACT: FOUR-FIFTHS (79%) OF CONSUMERS WILL ACT ON DIRECT MAIL IMMEDIATELY COMPARED TO ONLY 45% WHO SAY THEY DEAL WITH EMAIL STRAIGHTAWAY.



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**DID YOU KNOW?** 

DIRECT MAIL HAS THE HIGHEST RATE OF SUCCESS IN NEW CUSTOMER ACQUISITION AT 34% COMPARED WITH OTHER MARKETING CHANNELS.

FACT:

MAIL HAS BEEN PERSONALIZED.

**"BUSINESS ONLY HAS TWO** FUNCTIONS - MARKETING AND INNOVATION." PETER DRUCKER

"THE CHALLENGE ISN'T TO KEEP YOUR EYE ON BIG COMPETITORS. IT'S TO PAY ATTENTION TO THE INNOVATORS." DAVE DUFFIELD

PIECES OF MAIL WERE SENT BY INSURANCE SINCE 2011, AROUND 80% OF ALL INSURANCE COMPANIES IN 2012.

NEARLY 7 BILLION

DID YOU KNOW?

TER WITH A CHALLENGE: LEA

