



GUARDIAN

A well-respected old-line mutual insurance company, Guardian was losing share to newer investment options. Guardian was unknown to most of its target audience. Among those who were aware, however, Guardian was admired for its excellent track record of success in helping clients reach their financial goals.

GUARDIAN

Reintroduce an existing brand to stem eroding market share

A theme line was developed – “There’s a place we all want to be. Go there. With Guardian.” – and executed in television, magazine, radio, broker and agent ads, web-site and financial planning seminars.

As a result of the campaign, trade print was extraordinarily well received by independent brokers. More importantly, there was significant increase in awareness with 78% of agents saying they were likely to recommend Guardian to their customers.

LIFE PLANNING

Making money or creating wealth?

Guardian Life Insurance Company of America, Inc. is a leading provider of life insurance, annuities, and investment services. We are committed to helping you create a secure future for yourself and your loved ones. Contact us today at 1-800-368-3632.

GUARDIAN
There's a place we all want to be. Go there.

**High tech.
High touch.
94% customer retention.
HR's nirvana.**

401(k)

When you have a retirement plan that provides state-of-the-art, back-end technology, and the hands-on attention you need, you can avoid the frustration of a 401(k) and other retirement plans that are the "Coca-Cola Advantage" in the 401(k) market. We're committed to helping you create a secure future for yourself and your loved ones. Contact us today at 1-800-368-3632.

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