













Opportunity	Target Audience	Uses	Scan Or Click
<b>Brochures</b>			
<b>Consumer Brochure</b>			
 <p>Easily explain the key features of this annuity to consumers.</p>	<p>For a serious prospect who will likely purchase an annuity and wants to understand how the features work.</p>	<ul style="list-style-type: none"> <li>• Direct mail</li> <li>• Meeting leave-behind</li> <li>• Email marketing</li> </ul>	
<b>White Paper</b>			
 <p>Explain how to prepare for emergency expenses in retirement.</p>	<p>For prospects who are looking for guaranteed lifetime with benefit riders that can provide a stream of income for life.</p>	<ul style="list-style-type: none"> <li>• Direct mail</li> <li>• Meeting leave-behind</li> <li>• Email marketing</li> </ul>	
<b>Videos</b>			
<b>Need-Oriented Video</b>			
 <p>High level explanation of needs that PPC meets for consumers.</p>	<p>For first-time visitors to a website who will benefit from high-level positioning of the product.</p>	<ul style="list-style-type: none"> <li>• Email campaigns</li> <li>• Social media posts</li> <li>• Website landing page</li> </ul>	
<b>Quotes</b>			
<b>Coming Soon Retirement Check Quote</b>			
 <p>Quickly show clients or prospects the lifetime income and rider options for care and family protection*</p>	<p>For buyers who want guaranteed income in retirement and rider options for care and family protection benefits.</p>	<ul style="list-style-type: none"> <li>• Meeting follow-up</li> <li>• Email marketing</li> <li>• Website landing page</li> </ul>	
<b>Banner Ads</b>			
<b>Need-specific Ads</b>			
 <p>Generate traffic from digital advertising using needs-based messages.</p>	<p>For buyers who may not understand the options for lifetime income and rider options for care and family protection benefits.</p>	<ul style="list-style-type: none"> <li>• Sponsored websites</li> <li>• Google ads</li> <li>• Facebook ads</li> </ul>	
<b>Print Ads</b>			
<b>Need-specific Ads</b>			
 <p>Use needs-based, print-ready messages to engage clients or prospects in a variety of print media.</p>	<p>For buyers who may not understand the options for lifetime income and rider options for care and family protection benefits.</p>	<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Magazines</li> <li>• Flyers</li> </ul>	



# NASSAU PERSONAL PROTECTION CHOICE®

CONSUMER-APPROVED  
PROSPECTING SUPPORT

## Emails

### HTML Emails



Engage clients or prospects with ready to use email templates.

For buyers who can benefit from an annuity offering protection from market loss and a suite of optional riders to help protect their income, family and lifestyle.

- Email marketing



## Direct Mail

### Postcards



Engage clients or prospects with direct mail that explains the benefits of the product.

For a buyer who has little product knowledge and needs more information.

- Direct Mail



\*Income, Care and Family Protection are optional riders and must be elected at the time of application, subject to state availability. They involve an additional fee that is based on a percentage of the Benefit Base and is deducted annually from the contract value. **The Care Protection Benefit Rider is NOT a qualified Long Term Care benefit under the Internal Revenue Code. It does NOT qualify for preferential tax treatment and does NOT provide health insurance, Long Term Care insurance or Medicaid benefits.**

## Reminder: Advertising Requires Nassau Approval

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Product features, rider options, and availability may vary by state. Product sales must be appropriate based on a comprehensive evaluation of the customer's financial situation, needs, and objectives. Guarantees are based on the claims-paying ability of the issuing Company. Nassau does not provide financial, investment or tax advice or act as a fiduciary in the sale or service of its products.

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