

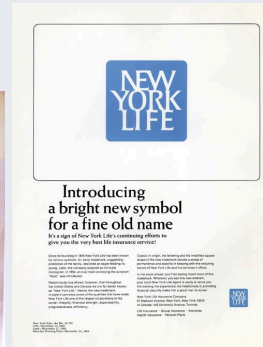
Your Brand on Video: Precision Meets Personalization

Dipayan Gupta
New York Life

Old Brands, New Brains

Consumers increasingly view brands and companies as if they are human – **they judge them by their purpose and personalities, ethics and behaviors** – as much, if not more than minimal expectations for product quality, timeliness and good service.

Geniusworks



Be
good
at
life.



#PRNews

@piron

AI Meets EQ

*Impact brands embrace technology, but what makes them different is their focus on the human connection. Technology enables them to operate at the **intersection of real emotional needs and seamless transactions**, creating a brand experience that is simultaneously human, intimate, and useful.*

Deloitte Brand Leadership Impact Report, 2016

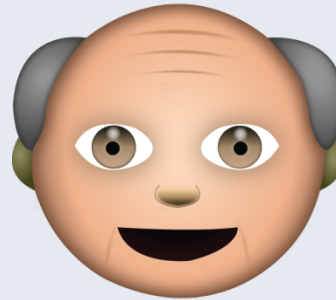
*This is where the level of personal interaction and relationship building manifests itself; **with a personal face to your exchanges, the "corporation" problem fades away.** People will associate your company with a human being, or at least a human experience, instead.*

"Why Modern Brand Trust Demands A Personal Relationship,"
Jayson DeMers, Forbes

Being Human

CORPORATE VALUES	→	SHARED VALUES
POLICYHOLDER	→	OWNERSHIP + COMMUNITY
DEATH	→	LIFE
PROTECTION	→	LIBERATION
COMPLEXITY	→	EASE
FUTURE	→	NOW
SENSIBLY INSURED	→	FINANCIALLY ASPIRATIONAL

Storytelling



Precision + Personalization

Broad message to a broad audience

Broad message to precise audience...

...Precise message to **broad audience**

Personalized message to precise audience

Our Message: Consistency and Growth



[Rick Barry](#)



Our Message: Consistency and Growth



[Dominique Crenn](#)



NYL's Challenge

- **Awareness:** Two ads speaking broadly about NYL
- **Consideration:** Leverage ad creative to speak to targeted audiences further down the funnel
- **Non linear audiences:** Talking to people in-market who may have never seen the ads

Communication Strategy



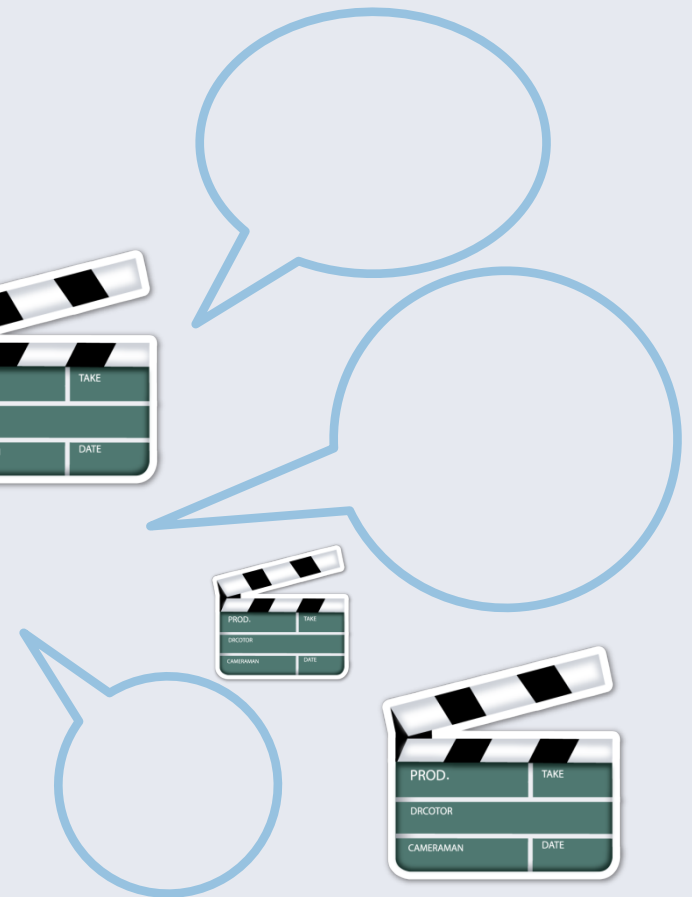
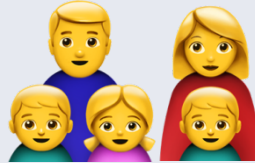
Expert
advice



Dividends





Timeliness




Variations on a Theme, all 48 of Them



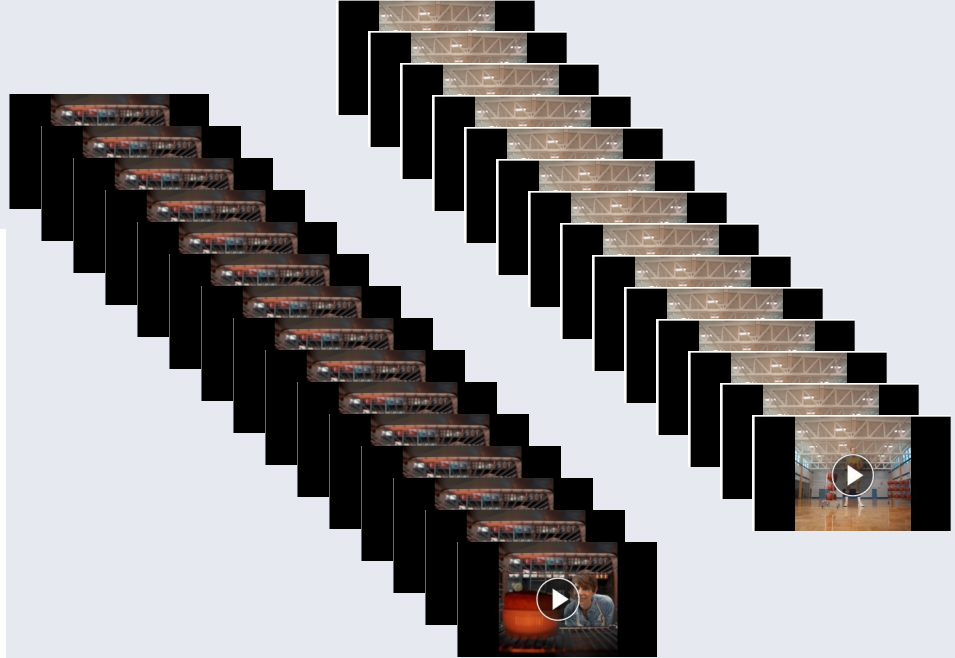
New York Life Insurance Company
Sponsored ·  

Is there anything sweeter than guaranteed growth and financial security? #GoodAtLife



Dominique Crenn Cooks Up Advice On Financial Growth
Dominique Crenn knows the only thi

[Learn More](#)



Planning for the...Unplannable



Congratulatory post



Facebook Live



Instagram Story