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Four-Postcard Teaser Campaign: Wells Fargo Insurance

When Wells Fargo Insurance created an intranet site, it needed to get the word out to bankers and other employees that this was a one-stop place for the information they needed about everything insurance. One postcard was sent each week, highlighting a different benefit of visiting the site.

EXCERPT:

- Postcard #1: Introducing <http://insurance>, your online resource for insurance.
- Postcard #2: Ordering new annuity supplies can be as easy as lifting a finger.
- Postcard #3: Getting the latest annuity rates just got as easy as point and click.
- Postcard #4: Putting the latest reports right at your fingertips.

Body Copy (consistent on all four postcards): Introducing the Wells Fargo Insurance Intranet, your source for the information you need to sell, refer, purchase, and learn more about insurance. Go to <http://insurance> for the latest: Annuity and Payment Protection reports; Annuity rates; Sales tools; Information about insurance products ranging from auto and flood to health, home, life, and more.