



Mine Subsidence Insurance

**FY 2003-04
Marketing Program Review**

**DEP
MSI Marketing
FY 2003-04
Marketing Program Review**

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I. Executive Summary

Act 155 of 2002 provided that Pennsylvania insurance producers licensed with property lines may submit MSI applications. Prior to this, MSI was sold only through the DEP. For the first time in 40 years, insurance producers are now the primary sales channels for MSI. This dramatic change provides Pennsylvania homeowners with greater access and a more familiar and conventional means of getting the protection against mine subsidence...through their trusted insurance agent. It also provides the DEP with a network of thousands of field agents to market the product and better protect the interest of the more than 1 million at-risk homes in Pennsylvania that are uninsured against mine subsidence damage.

During the course of the MSI FY 2003-04, a variety of marketing tools were developed for a “push/pull” marketing campaign; that is, an effort to be directed both “upstream” to the insurance industry to make them aware of the opportunity (with a call-to-action to register to sell MSI), and “downstream” to the consumer to make them aware of the threat (with a call-to-action to contact their agent to get MSI.)

A brief program was rolled out early in the FY 2003-04 (July-Sept. '03) as a beta trial for this new marketing direction. It proved to be successful, with about 1,000 agents registered and nearly half of all applications coming in over the website.

Due to the election year and new administration ramping up, there was a quiet period in the marketing with little, if any, marketing communications in place from November 2003 through February 2004.

Beginning in March 2004, the marketing effort was re-invigorated. A new MSI website (www.paMSI.org) launched March 29th to improve the online process for agents conducting business with MSI and serving their clients. Also a full-scale insurance industry marketing program was implemented to aggressively recruit insurance agents and build the sales channel for MSI.

Recently, the MSI Board, under pressure from the PA insurance industry lobbying efforts, has agreed to pay commissions through agencies rather than directly to the agents, as has been the policy effective with Act 155. This is anticipated to be implemented early in FY 2004-05. As such, marketing communications directed to the agencies are in development as the FY '04 concludes. This, along with expansion to secondary markets will be further considered as strategies for FY '05. A return to mass marketing to the consumer may also be considered when it is determined there is critical mass with the insurance producers side of the push/pull marketing proposition.

II. Project Activity

The following projects were addressed during the course of FYs 2002-03 and 2003-04:

<u>Job #</u>	<u>Title</u>	<u>Login Date</u>	<u>Description</u>
201	MSI Marketing	5/24/02	program mgt.
204	Newsprint Ad	7/29/02	consumer print ad refined
206	Radio Spot	8/23/02	consumer radio ad produced
215	Professionals Display	11/1/02	trade show display produced
301	Flyer/Agents Mailer	1/29/03	consumer flyer & producers postcard #1 produced
302	Agent's Sales Kit	1/29/03	web formatting of sales materials
303	Website Interface	1/29/03	new website designed & launched
304	Insurance Industry Adv.	3/3/03	insurance industry trade publication ad produced & placed
305	Insurance Agents Direct Mail	3/12/03	producers postcard # 1 and self-mailer printed & distributed
307	June 9 '03 Wilkes-Barre Event Adv.	6/9/03	media placement managed
308	July '03 West Adv.	6/10/03	media placement managed
309	Underwriter & Agency	7/22/03	direct mail development (Underwriter letter & Agency poster packages)
310	Producer Mailer Reprint	9/30/03	2,000 self mailers reprinted
311	Mine Closing Mailing	10/08/03	residents letter development
401	Marketing Archive CD	3/19/04	marketing materials on CD produced
402	Ins. Marketing Plan	3/19/04	producers plan prepared
403	Info Pamphlet Redesign	3/19/04	general-purpose flyer reengineering development
404	Insurance Industry Adv. II	4/5/04	2 nd flight of insurance industry trade publication ad campaign placed
405	Agent Recruitment	4/05/04	postcard #1 & #2, self-mailer printed for distribution
406	Reg. Producers Reactivation	4/05/04	registered producers (agents & agencies) kit letters/packaging developed
407	Agents Starter Kit	4/5/04	presentation folder package designed and printed
408	Flyer Reprint	4/5/04	5,000 consumer flyers reprinted
409	Tutorial CD	4/5/04	producers tutorial CD design & program development
410	Outreach Study	4/5/04	exhibit & speaking feasibility study conducted
411	Agent Testimonial	4/6/04	producers case study sheet conceptualized
412	PHFA	4/20/04	initiative logged in (no activity to-date)
413	FY '05 Plan	4/22/04	FY '04 reconciled

III. Program Schedule

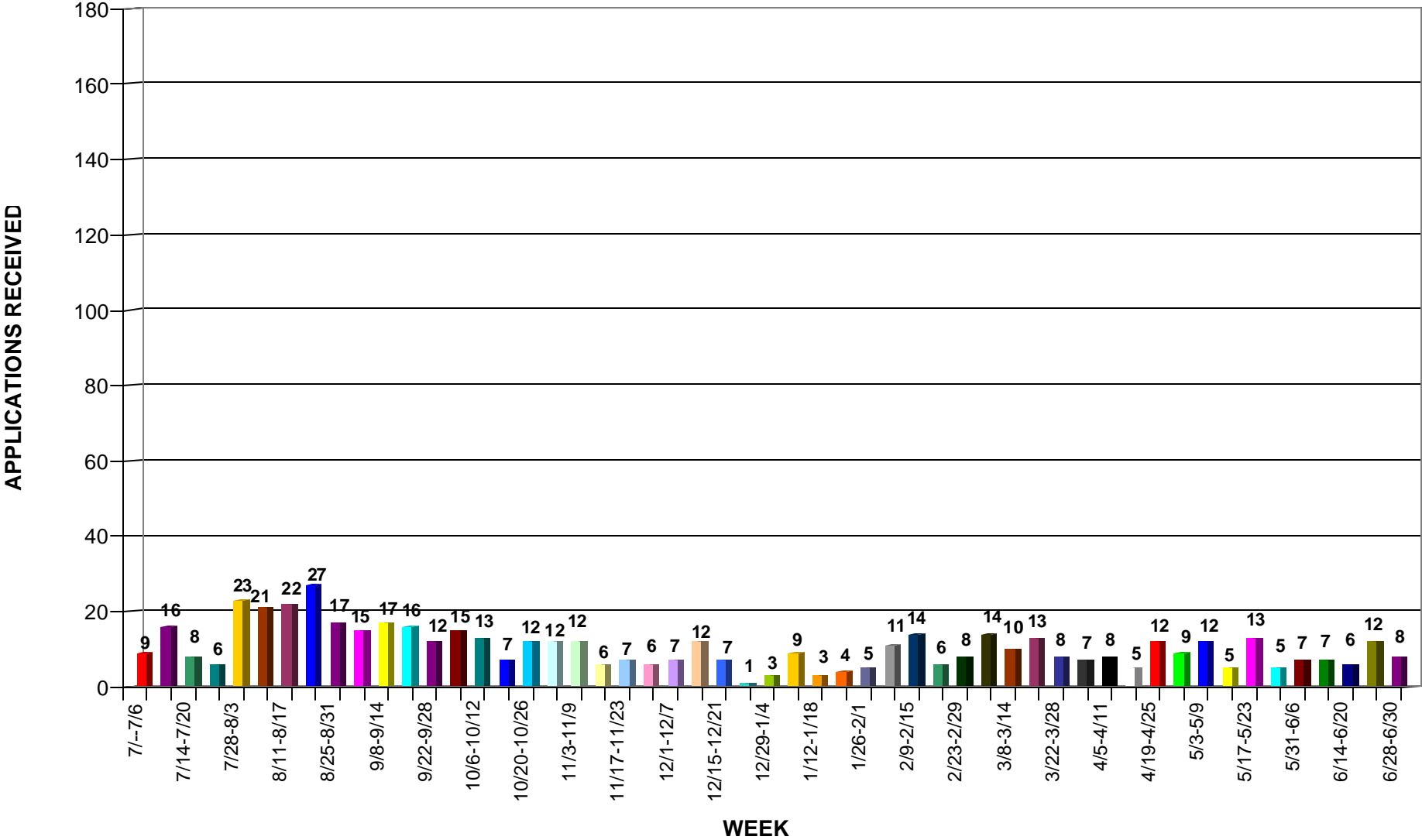
	June '03					July '03					August '03					September '03					October '03					Nov. '03					December '03					January '04					February '04					March '04					April '04					May '04					June '04				
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thru December '04

thru July '04

IV. Anthracite Application Chart

FY 2003 - 2004: ANTHRACITE REGION APPLICATIONS



V. Bituminous Application Chart

FY 2003 - 2004: BITUMINOUS REGION APPLICATIONS

