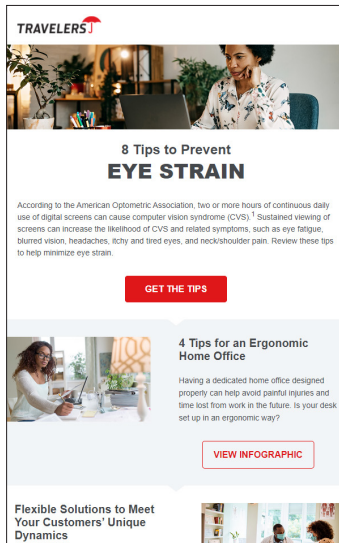




Email Brand Guidelines

Guiding Principles

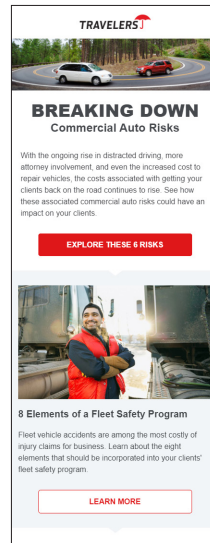


[View Email](#)

FOCUS ABOVE THE FOLD

You have less than 8 seconds to get your reader's attention. This means content that is initially visible on screen (above the fold) has to have impact.

Key thing to consider: what does your consumer see first?

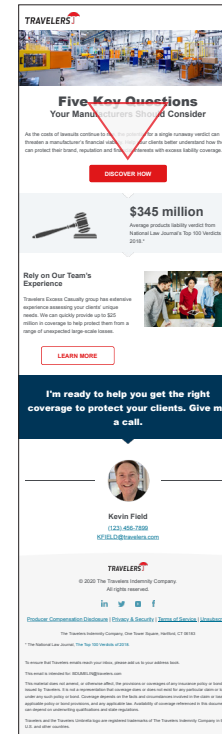
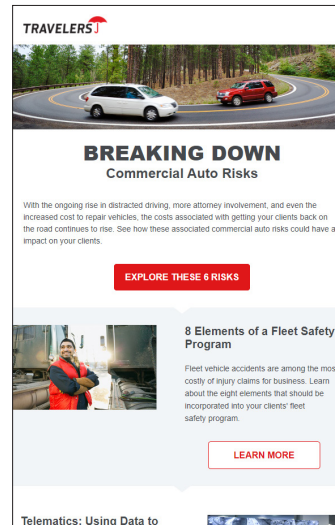


[View Email](#)

MOBILE FIRST

The majority of consumers view email solely on their phones. In response to this, we create our emails to be responsive to screen size.

Key thing to consider: does your email pass the squint test?

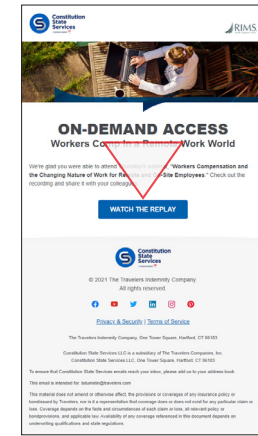


[View Email](#)

THE GOLDEN PYRAMID

People naturally scan to highlight the most noticeable areas. By use of bold, clear headers and a flow to the call to action, we make the most of this behavior.

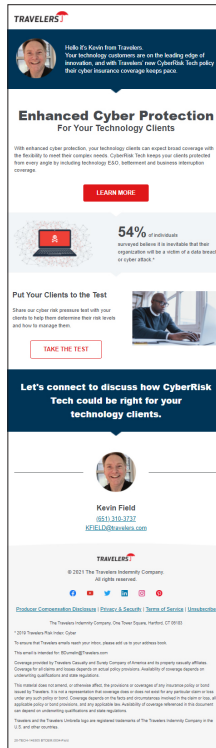
Key thing to consider: What do you want your reader to focus on?



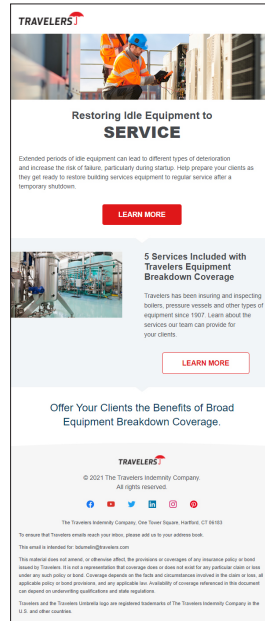
[View Email](#)



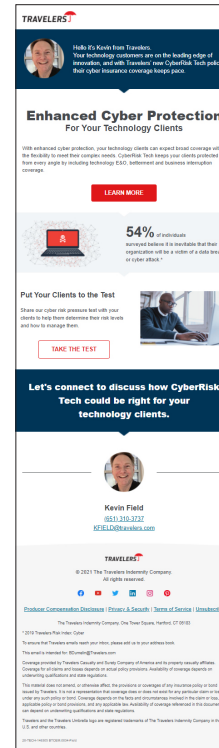
Guiding Principles



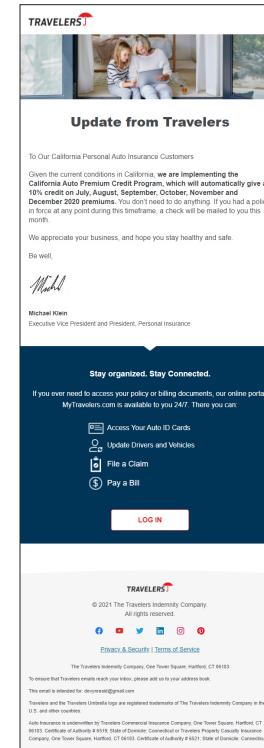
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A CLEAR CALL TO ACTION

Sets the expectations to the consumer as to what they should expect and what we expect of them.

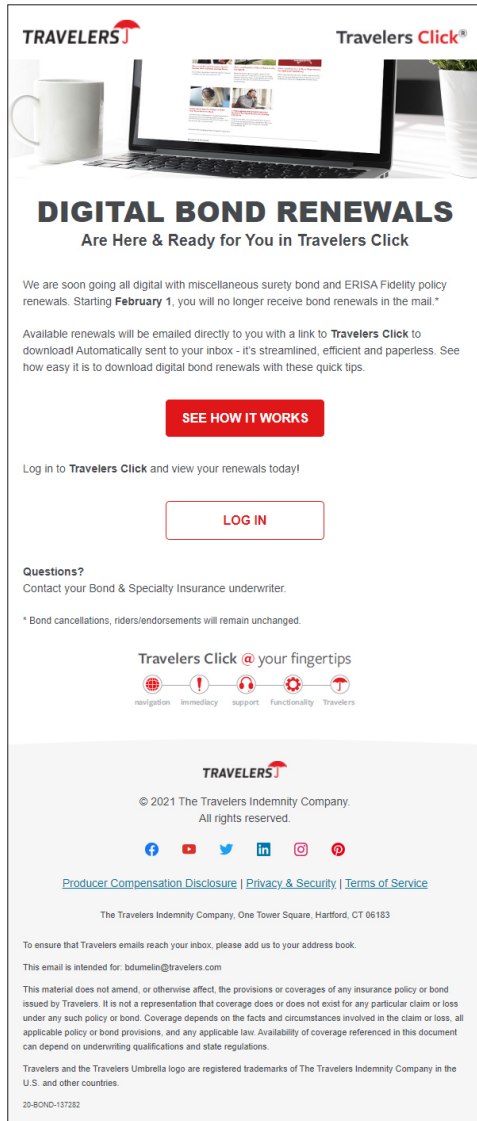
Key thing to consider: have you made it clear without using "click here"?

PERSONALIZE

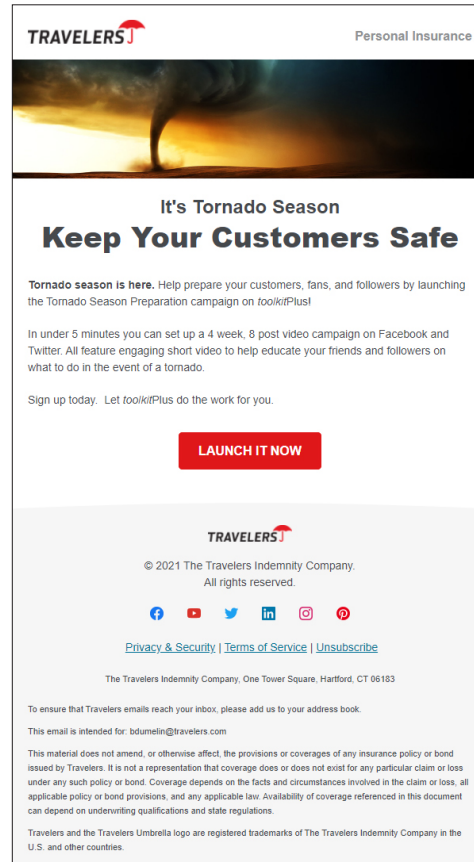
Customers are more likely to open emails and follow calls to action when the content is specific to them, whether in the subject line, pre-header, or body content. Use personalization to build your relationship with the consumer.

Key thing to consider: are you building your relationship with the consumer by making the consumer feel we know them?

Email Requirements



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GOAL SETTING

- Determine who the audience is, and what you want them to do.
- What will your primary call-to-action be? There can be more than one call-to-action, but determine your primary action and what you want the recipient to do.
- How will you measure success? Click-to-Open rate is a good way to start, but consider what happens next. (e.g. reduce call volume, sell a policy)
- Is the message Marketing or Transactional? Marketing will need an unsubscribe option.



Email Requirements





Hi Harold,
It's Kristen from BoilerRe, and we'd like you to enjoy a free coffee on us.

Since we are currently unable to get together in person, we wanted to extend an offer to meet virtually. Craig and I are eager to learn more about your business and discuss how we may be able to work together on a competitive and flexible equipment breakdown reinsurance program.

Even if now may not be an ideal time to have a more formal discussion, please enjoy a coffee on us. We hope it provides you with an extra boost to help drive business! Take care, and let's stay in touch.

REDEEM COFFEE



Kristen Schofield
Regional Director
860.277.5523
kschofie@boilerre.com



Craig Grosso
Business Development Director
860.277.1435
cgrosso@boilerre.com

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Travelers
Commercial Property Drivers Impacting Today's Challenging Market
Plus, three resources you can use to help customers manage property risk

5/13/2021

...

Kevin Field
Commercial Property Drivers Impacting Today's Challenging Market
Plus, three resources you can use to help customers manage property risk

5/13/2021

...

Example of "friendly from" within the inbox. This is the same email, one is sent from the generic Travelers from line and the other is sent from 'Kevin Field'. Swapping the friendly from supports our personalization strategy to build agent connections with our sales field.

FROM

- Every email has sender info attached. You'll need to determine who the email is from ("friendly from") and the email address used to send.
- Consider that email is not a one-way communication. Consider where emails would be routed if the consumer replies.



Email Requirements



A HOLIDAY PROMISE

As you're busy preparing all the final details for January 1 renewals, we're more committed than ever to responding to last-minute opportunities. If you need additional lines of coverage on an existing account, or if a carrier has surprised you with a proposal that doesn't meet your expectations, we have what you need – right here in one place.

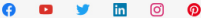
Our Broad Coverage Capabilities Include:

 Boiler & Machinery >	 Commercial Auto & Trucking >	 Cyber >	 Environmental Liability >
 General Liability >	 Global Insurance >	 Inland Marine >	 Management & Professional Liability >
 Ocean Marine >	 Property >	 Excess Casualty & Umbrella >	 Workers Compensation >

Your Travelers representative can help you close out 2020 on a strong note.



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This email is intended for: bdumelin@travelers.com

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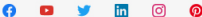
Expertise, Experience, and Resources to WEATHER THE STORM

Hurricane season is here. Identifying threats and developing a plan today can help you protect your workers, your property and your business. As a Travelers customer, you have access to a team of experienced professionals and resources to help you prepare for the unexpected. There's no better time to prepare than now.

[GET STARTED](#)



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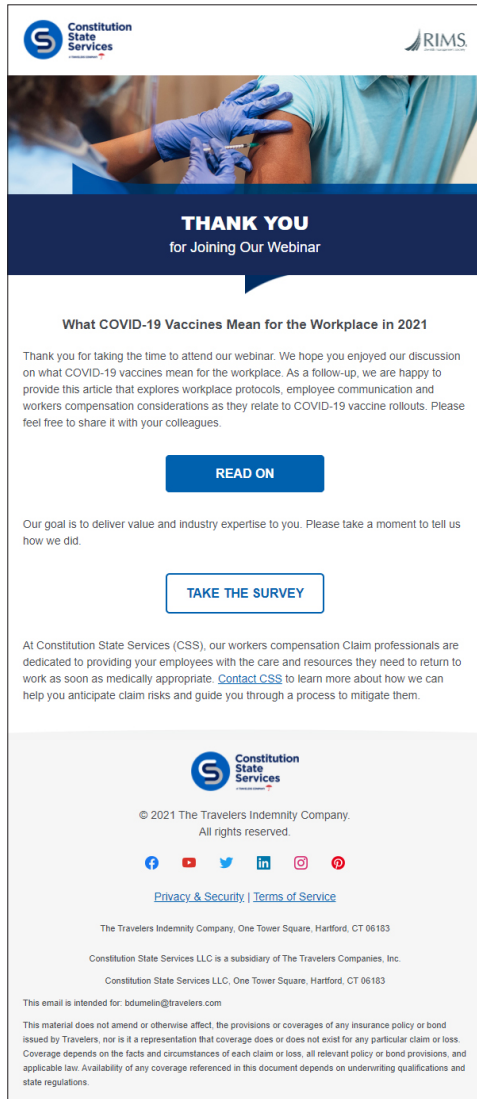


SEND TIME

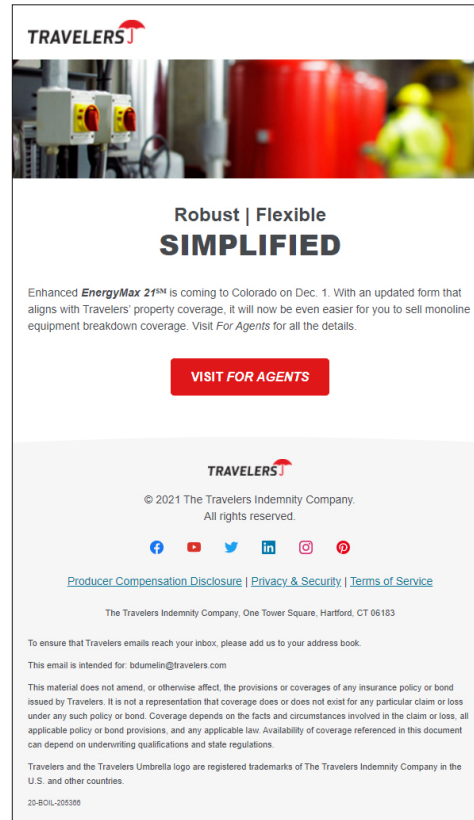
- Many factors will help determine the best time to send your email. Is it service or is it marketing? What time zone are the recipients in? How recent was the last communication or event (e.g. claim)?
- For emails that are not triggered by an event, start by creating a calendar, and test the best day and time for your program.
- Use Einstein for insights that may help you garnish additional engagement on your email

Consider your audience when determining a send time.

Email Requirements



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GOLDEN TRIANGLE

- Studies show that readers focus their initial attention to the top 20% of the screen, then jump to the next more noticeable area before reading further or giving up.
- Make sure your email pulls readers to the CTA. You've got to draw your reader in quickly!

Email Requirements



3 Innovative Articles Your Clients Can Use to Manage Risk



Travelers <email@email.travelers.com>
To ● O'keefe, Melissa

Trouble reading this email? [View as webpage](#)

TRAVELERS 



3 Articles to Help Clients **STAY AHEAD OF RISK**

In an era of changing risk environments, staying ahead requires continuous innovation. Tap into these three innovative risk insights to help navigate the ever-changing risk environment.



5 Ways to Help Protect First-Year Employees from Risk of Injury at Work

Nearly one-third of first-year employees are overrepresented in claims data and can be at greater risk of injury on the job. Paying extra attention to this group can yield big results.

[WATCH VIDEO](#)

Recovery from a Workplace Injury Isn't Always Just Physical



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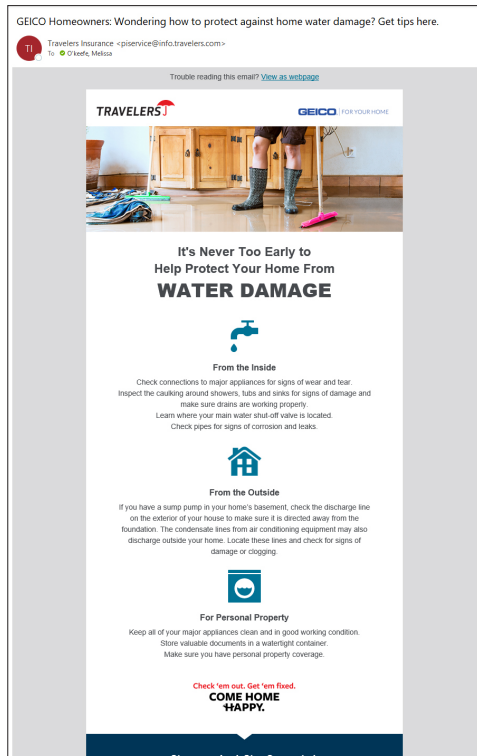
SUBJECT LINE

- 35% of recipients decide to continue reading based on the subject line alone.
- Relate your subject line to your CTA.
- Most browsers/clients only provide space for 50 characters (or 6-10 words).
- Use urgent or declarative language (action words).
- Consider personalizing when appropriate.
- Test your subject line optimization with [HeadlineStudio](#) and aim for 60% or better.

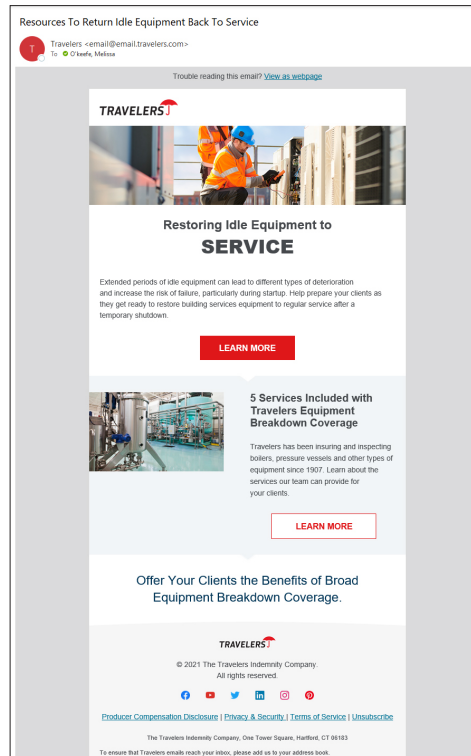


Email Requirements

All	Unread	By Date ▾ ↑
▼ Today		
Travelers Insurance GEICO Homeowners: Wondering how to protect against home water damage? Get tips here. 💧 Leaks. Drips. Damage. Oh my! Preventative tips for your home.		4:26 PM
Travelers Resources To Return Idle Equipment Back To Service Plus 5 services included with Travelers Equipment Breakdown coverage		4:10 PM



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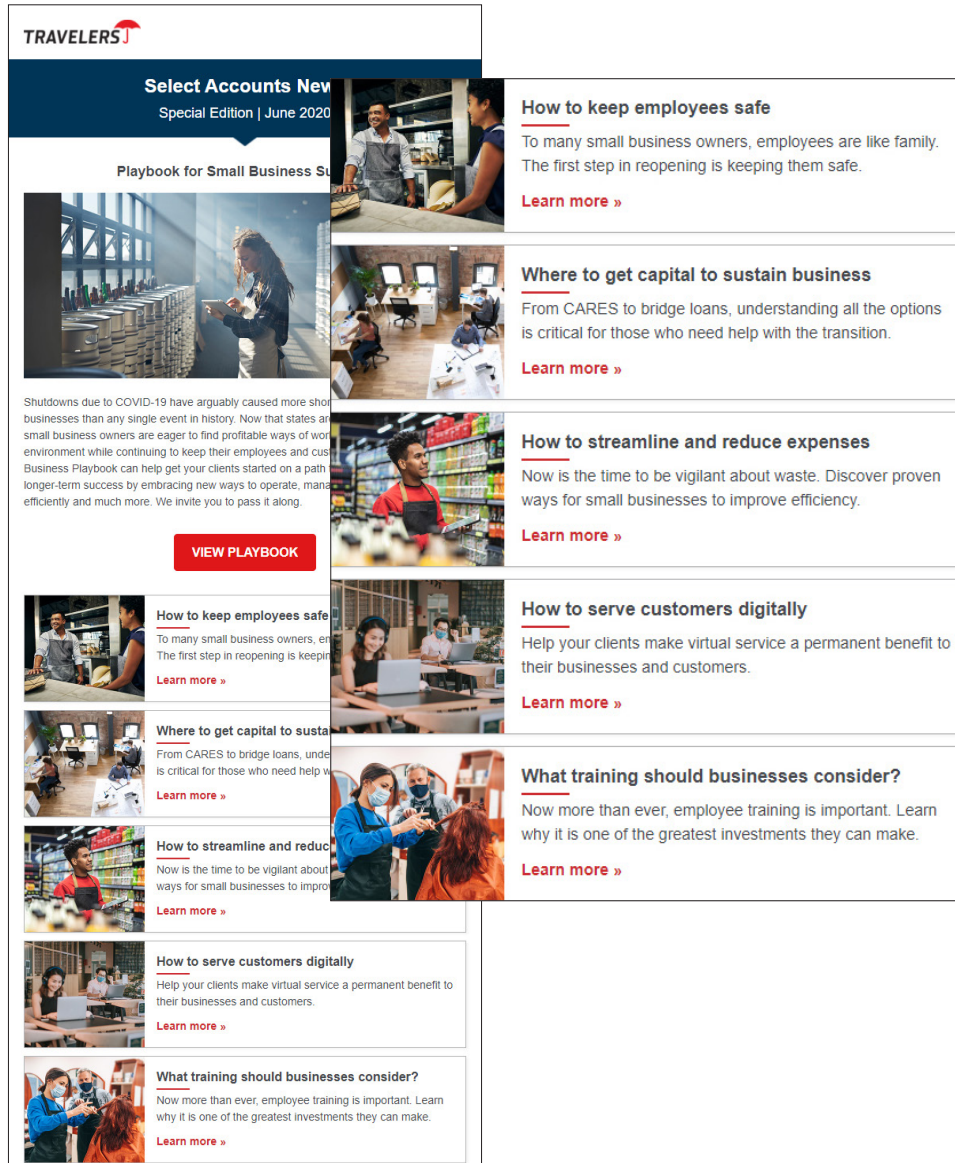
[View Email](#)

PREHEADER

A preheader is secondary text that appears under the subject line in most email clients.

- Experiment with continuing the subject thought as a second sentence.
- Test cliffhangers to create intrigue, or call out elements at the bottom of a long email.
- 60-70 characters are the most effective.

Email Requirements



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IMAGE USE

- The Template Toolbox uses maximum image heights to avoid pushing key content below the fold.
- Images should convey emotion, and be relevant to the subject (car image for auto policy).
- Aim for authenticity. Well chosen images (if using people make sure they're natural rather than posed) can make a big difference from a brand perspective and can potentially impact performance over time.
- All images need to be secure (https://) to generate secure URLs within the email, which in turn prevents bot clicks

PRO TIP: Click the View as Webpage URL at the top of email then hit F12 to verify if images are secure.

Email Requirements

Breaking Down What's Driving AUTO RATE INCREASES

If your clients question their commercial auto rates, be sure you're prepared to answer. Explore these six factors that have impacted auto rate.

[LEARN MORE](#)

70% of Americans worry about being in an accident, caused by another driver's distractions.*

Driving Distracted on the Job

Many employers expect to reach their employees at any time of the day. Take a look at these stats that will help spark a conversation on distracted driving at work.

[SEE THE STATS](#)

I'm ready to help you get the right coverage to protect your clients. Give me a call.

Kevin Field
 (123) 456-7899
KFIELD@travelers.com

[View Email](#)

ONE CLICK

Can Change the Course of Business

A single mistaken click could be worth thousands, or even millions, to a hacker if they can access your client's email account. Watch Travelers cybersecurity professional, Ken Morrison, as he explains how this single action could drain your client's bank account.

[WATCH NOW](#)

54% of businesses believe it is inevitable that their company will be a victim of a data breach or cyber attack.*

Solutions for Prevention

We teamed up with Symantec™ to deliver powerful pre-breach services to our cyber insurance customers.

[LEARN MORE](#)

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* 2019 Travelers Risk Index: Cyber Infographic, 2019

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This email is intended for: kgarcia2@travelers.com

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HEADLINE

- Five times as many people read the headline as the body copy.
- The headline should relate to, but not duplicate the subject line.
- Convey a single, clear message and strive for 1-2 lines.
- Use active voice.
- Aim to create intrigue.
 - ask a question
 - state a command
 - tease the idea
 - show a stat
 - allude to a list (5 tips for...)



Email Requirements



How to manage a remote workforce

For some small businesses, remote work is the new normal. Find out how to keep a good thing going.

[Learn more »](#)

TRAVELERS



Restoring Idle Equipment to REGULAR SERVICE

Extended idle periods of manufacturing equipment can lead to different types of deterioration, such as sagging of rotating elements and migration of lubrication – caused largely by gravity – as well as oxidation of metal parts. Help prepare your clients to restore equipment to regular service after an extended idle period.

[LEARN MORE](#)



48 to 72 hours

The length of time a building HVAC system should be running to minimize mold risk after a prolonged shutdown.*

Preparing Your Facility to Reopen [Webinar]

Watch this on-demand webinar to see Travelers Risk Control professionals Dale Bonn, Jeffrey Post, William Shoemaker and Erika Fleig discuss how employers can prepare to reopen a facility after it's been sitting idle or repurposed.

COVID-19: RISK MANAGEMENT TODAY

[LEARN MORE](#)

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Preparing For The Next Step REOPENING BUSINESSES

To help you and your clients safely reopen as states ease restrictions, we created a robust suite of risk management resources featuring a series of webinars and articles, with podcasts and interactive tools coming soon. Check frequently for new information to help you to prepare your property, safely bring back employees and welcome customers.

[GET STARTED](#)



Preparing Your Property

Now is the time to establish physical and administrative protocols such as Personal Protective Equipment and social distancing rules for your work environment.

[LEARN MORE](#)



Beyond the Basics - Cleaning During a Pandemic

With the ongoing COVID-19 pandemic, it is crucial to review and update policies for cleaning and disinfecting facilities, equipment and vehicles. Share these useful guidelines with your clients.

[LEARN MORE](#)

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BODY COPY

- Don't make your email a webpage or document when a webpage or document already exists.

***Break content into chunks**

- Strive for 3 lines or less per section.
 - remove throwaway adverbs, adjectives and prepositions
 - replace phrases with words
 - use numerals instead of writing them out
- Perform the squint test. Can you get the gist of the email through squinted eyes? No? Reorganize your copy.

Email Requirements







Help Your Clients Avoid Cargo Liability Claims

Did you know that freight brokers may still be at risk for third-party claims related to lost or damaged goods, even though they do not physically handle them? See our infographic for four actions that freight brokers can take to protect their operations from cargo-related liability claims.

[VIEW INFOGRAPHIC](#)



Unpacking Liability Risks for Freight Brokers

Our latest podcast provides an in-depth discussion of the unique liability risks facing freight brokers – and tips that could mean the difference between getting back to business or being sidelined indefinitely.

[LISTEN TO PODCAST](#)

[View Email](#)

CALL TO ACTION

- Make it immediately recognizable.
- Match the overall message of the subject, headline, and body copy.
- There may be multiple CTAs in a multi-message email. Start and potentially end (if the email is long) with the primary CTA.
- Text should clearly reference the action (read the whitepaper vs. click here).
- Only primary CTA is in red; additional CTAs are white with red text.



Email Requirements

Travelers is Here to Help!

If your property is damaged by weather activity, or to report a claim, you can reach us 24 hours a day via Travelers.com or by phone at [1.800.CLAIM33](tel:1800CLAIM33) (1.800.252.4633).

Learn how to protect your property from further damage and understand what to do after the storm by visiting our Emergency Response page.

LEARN MORE

If you have questions about your coverage, to report a claim, or view your policy documents login to [MyTravelers.com](https://mytravelers.com)

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- The templates will handle the core content (logo, copyright)
- Additional content could vary based on campaign (pending legal review)
 - related terms and conditions (or a link to them)
 - underwriting companies
 - certificate numbers
 - social media links
 - disclaimer

Include an unsubscribe link if the email is Marketing, but do not if it's transactional.

