Your Brand on Video: Precision Meets Personalization

Dipayan Gupta
New York Life
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
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.


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

#PRNews @piron
# Being Human

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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

@piron
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

Winning at marriage is about having a plan and executing as a team.

New York Life Insurance Company

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

Dominique Crenn Cooks Up Advice On Financial Growth

Learn More
Planning for the...Unplannable

New York Life Insurance Company
Published by New York Life Insurance Company Apr 3 at 11:31am
In financial consistency terms, we’re all net. Congrats to tonight’s winners.
#GoodAllLife

Our BGAL Live crew is busy capturing some interviews with legend Rick Barry!

Congratulations post

Facebook Live

Instagram Story

#PRNews @piron