

# Cracking the Clarity Code

How Petri Group Helped an Innovative Insurance Product Find its Voice

## CHALLENGE

The client developed an innovative insurance product that was new in the market. They struggled to provide a clear description of how the product worked and the value it delivered.

## SOLUTION

Petri Group conducted research on the client's target market of retirees and then crafted a marketing plan with a clear value proposition, key messaging, and the tools they needed to tell their story including:

- Website
- Product overview
- Pitch deck
- Case studies
- Distributor quick start guide
- Consumer brochure
- Video

## RESULTS

- **Improved client's position** within their target market
- **Expanded reach** to new distribution partners
- **Doubled their sales** in 18 months

Work with us to define, elevate and propel your business to new heights.

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