



Lloyds TSB
Insurance

Lloyds TSB - Digital marketing

Increased enquiry rate for insurance product by 16% (target was 5%).

Lloyds TSB
Insurance

It's a
small
price
to pay

Get a quote

Lloyds TSB
Insurance

Pet
insurance

It's a small
price to pay

Get a quote



www.insurance.co.uk/pet

Dear Jane,

Over half of pet owners made unplanned visits to the vet in the last two years*

Your pet is an important part of the family, but if they become ill it can be expensive to give them the care they deserve. And with vet's fees continuing to rise, it makes sense to cover yourself against unexpected costs.

Pet insurance from Lloyds TSB Insurance Services Limited, part of the Lloyds TSB Group, may be an affordable way to look after your pet. From only 15p a day** for your cat, or 23p a day† for your dog, we cover vet's fees of up to £3,000 a year.

We offer a range of other benefits too, including:

- ✓ up to £1,000 for help recovering a lost pet
- ✓ up to £500 if your pet is lost and stolen
- ✓ up to £750 for kennelling if you're in hospital
- ✓ up to £3000 for cancelling a holiday if your pet needs emergency treatment

For eligibility conditions [click here](#).

Visit www.insurance.co.uk/pet to see how much you could save.

Yours,

Andrea Carter
Head of Customer Development



Get a quote straight away and 10% discount when you buy online or call
0800 731 8820
Quote Ref: ET018.
Lines open: Mon-Fri 8am-8pm.
Sat and Sun 9am-5pm.

Objective

- Promote insurance products to targeted audiences.

Solution

- Develop suite of banners, micro-sites and other assets to support individual LTSB campaigns:
- Essential Business Advice CD-ROM.
- LTSB Insurance digital marketing.
- Screentrade digital marketing.
- Client extranet.
- Banner advertising campaigns.
- Email marketing campaigns.

Results

- Increased enquiry rate for insurance product by 16% (target was 5%).
- Award-winning creative work (Insurance Industry Marketing Awards).

We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200