

Women and long-term care campaign

Give your clients one less thing to worry about

Women are living longer than men. But many women are often so busy taking care of others that they are putting aside their own needs. Help your female clients create a long-term care (LTC) plan so they can face the future with confidence.

And while you're at it, ask them to consider protecting other people in their lives, such as spouses, parents and siblings. They will appreciate the importance of taking the necessary steps to preserve their family, career, lifestyle, health, retirement plans and total financial future.

Help your clients understand the needs women have for LTC protection with OneAmerica® Care Solutions.

All of the tools listed here were created to help you effectively appeal to, attract and connect with more female clients. Get started today by visiting the campaign page:
www.oneamerica.com/campaigns/women-LTC.

Key messages

- Take control of your future.
- Check long-term care concerns off your list of worries.

Target audience

Women ages 45 and older, likely working professionals who are confident, able to make financial decisions for their family and/or have great influence on the decision maker. The target may have experience as a caretaker for her parents,

spouse and/or children. This campaign particularly focuses on single women and others who are likely to outlive their assets.

Key campaign assets

- Consumer brochure
- Consumer direct mail
- Consumer presentation, workbook and invitation
- Social media campaign
- Radio scripts
- Local media article
- Public website content
- Fillable outdoor banner
- New white paper
- Campaign landing page:
www.oneamerica.com/campaigns/women-LTC

Note: Products are issued and underwritten by The State Life Insurance Company® (State Life), Indianapolis, IN, a OneAmerica company that offers the Care Solutions product suite.



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