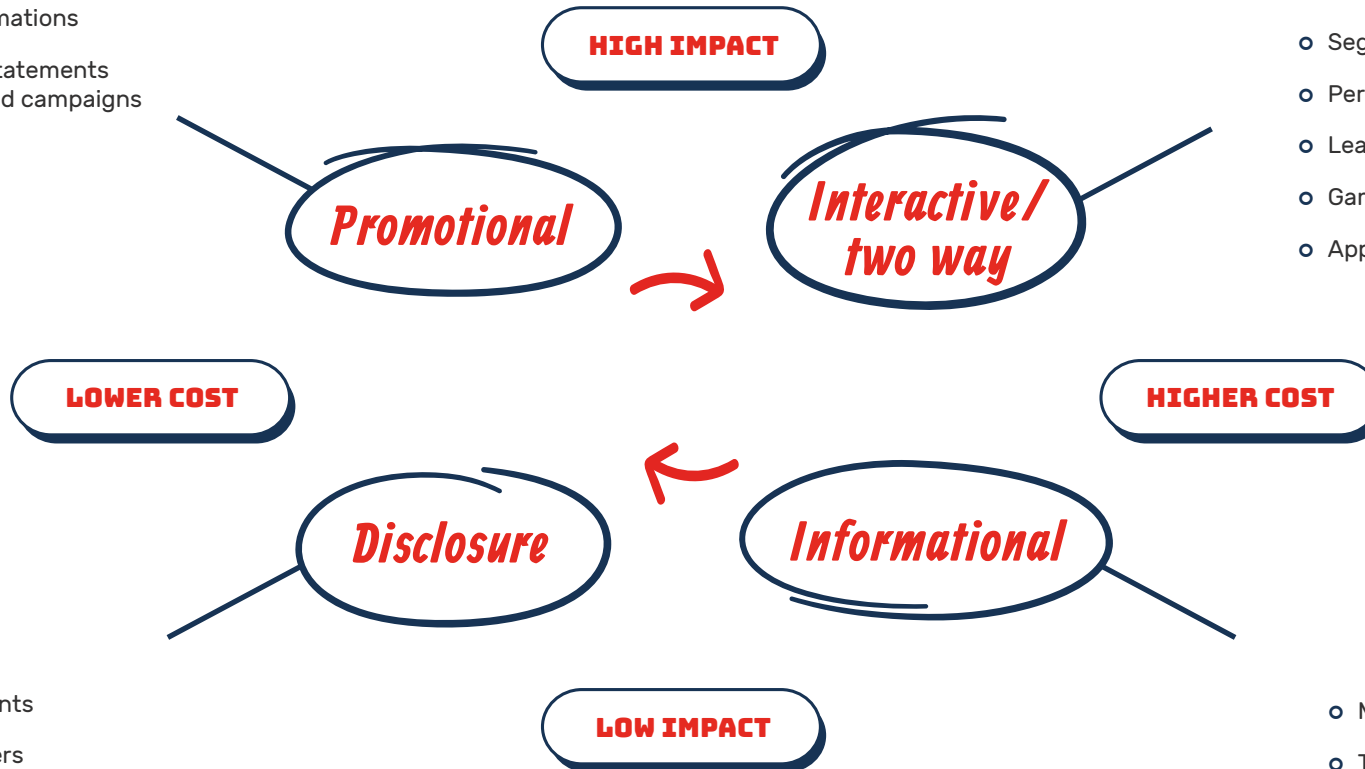


CHOOSING YOUR COMMUNICATION CHANNELS

- Targeted calls to action
- Webcasts
- Vox pops and animations
- Action-focused statements and newsletter and campaigns
- Web app
- Mobile apps

- Profilers
- Decision making tools
- Segmented website
- Personalised modelers
- Learning-style driven content
- Gamification
- Apps



- Report and accounts
- Generic newsletters
- Standard benefits statements
- Member guide

- Member guide website
- Technical modellers