

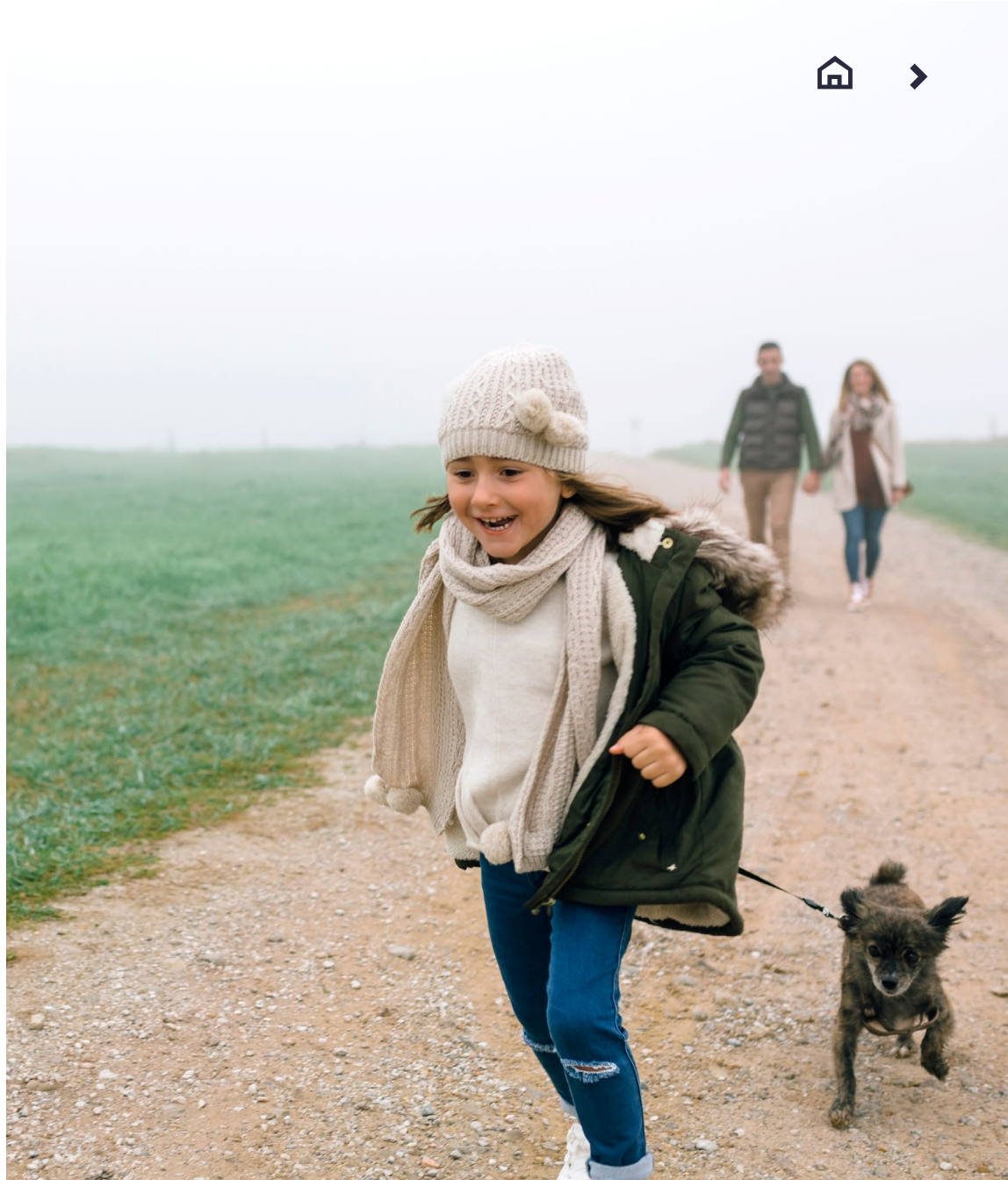


Health and Dental Insurance

It's time for your clients to make the move to healthy.

It starts with Health & Dental Insurance with Manulife *Vitality*.

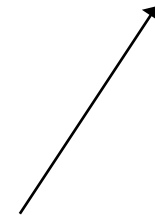
The Manufacturers Life Insurance Company





What's inside your kit

Your opportunity	3
Marketing tips	4
Marketing tools	5
Social posts – Introduction	6
Social posts – Posts	7/8
Sharing articles	9
Videos – Introduction	10
Videos – Program	11
Videos – Member reviews	12
Posters	13



Click the home icon to quickly get back to the first page.



The chevrons take you to the next page or the previous page.

Opportunities abound

As an insurance advisor, you understand Health & Dental products inside and out. But you also need to understand how people make purchase decisions and how to **break through the barriers to connect with them**. That's where this toolkit can help.

We're changing the insurance conversation

Health & Dental Insurance with Manulife *Vitality* is a fresh, new approach to insurance. One we haven't seen before in Canada. One that takes a **proactive approach to health and wellness**, instead of just being reactionary.

Why are Health & Dental Insurance and Manulife *Vitality* the perfect fit?




By combining Health & Dental Insurance with the Manulife *Vitality* program, we're **encouraging individuals to live healthy, active lives** and rewarding them for it. Your clients can get rewarded for making healthy food choices, exercising throughout the week, regularly visiting their doctor and dentist, and even for getting a good night's sleep. Every little move adds up!

With Health & Dental Insurance with Manulife *Vitality*, you can create change:

- **Shift the conversation** from injury and mortality to health and wellbeing
- **Empower clients** to make healthier choices and reward them for it
- **Help clients** of all ages live healthier lives
- **Recognize where your clients are** on their health journey and show them how little changes can really add up

Canadian demographics and their health goals

It might seem obvious, but when you're more informed when talking to your clients, **you're more successful.** By learning what each demographic cares most about, you'll gain a deeper understanding of how Health & Dental Insurance with Manulife *Vitality* can complement their needs.

Demo	Top Trends	How Manulife <i>Vitality</i> Can Help	Here's What We Offer
Millennials (Born between 1981 and 2000) 	<ul style="list-style-type: none"> • Value prevention and wellness • Think living healthier requires sacrifice and is pricey • Mental health is a top issue for this group 	<ul style="list-style-type: none"> • Health & Dental Insurance with Manulife <i>Vitality</i> provides mental health consultation 	<ul style="list-style-type: none"> • Mental health professionals • Psychologists • Registered therapists
Generation X (Born between 1965 and 1980) 	<ul style="list-style-type: none"> • Not satisfied with their personal health and wellness • Want to age well • Weight loss and management are two popular goals • A more balanced diet appeals to them (not a traditional or restrictive one) 	<ul style="list-style-type: none"> • Health & Dental Insurance with Manulife <i>Vitality</i> offers access to web-based courses and self-checks, including mental well-being reviews, nutrition courses and a goals check-in • Manulife <i>Vitality</i> also offers free annual health assessments 	<ul style="list-style-type: none"> • Naturopaths • Nutritionists • Registered therapists
Boomers (Born between 1946 and 1964) 	<ul style="list-style-type: none"> • Better health and a longer life expectancy than any generation before them • Older women place an importance on health management/monitoring (calories, heart rate, weight) • Their interest in health management/monitoring makes them ideal candidates for wearable tech 	<ul style="list-style-type: none"> • Manulife <i>Vitality</i> members are able to get an Apple Watch for as low as \$0 • There are many rewards and offers available • There are also free health exams that can pinpoint areas where health improvements can be made 	<ul style="list-style-type: none"> • You can earn points for getting regular health check-ups • Health & Dental Insurance can help cover the costs if health issues arise



The marketing tools you need

In this section, you'll find **ready-to-use communications** for Health & Dental Insurance with Manulife *Vitality*. These materials have been **crafted with relevant, compelling messaging designed to resonate with your clients** and position you as a knowledgeable source of trusted advice.

We've focused a lot of our attention on social media tactics. The posts we've created, our article suggestions, and the two types of videos we've prepared will allow you to create Health & Dental Insurance with Manulife *Vitality* campaigns across your social channels. We've done this because we know that **over 90% of millennials, over 75% of GenXers, and close to 50% of boomers are active on social media.**¹

We've also **created a collection of inspirational posters** for you to capture the attention of potential clients in person. Display them around your office, hand them out at meetings, or display them at trade show booths to help start conversations.

[Social posts](#)

[Sharing articles](#)

[Videos](#)

[Posters](#)

¹ oberlo.com "10 Social Media Statistics You Need to Know in 2020 [Infographic]," November 2019.

Social Posts

Sharing Articles

Videos

Posters

Be more social with these posts

Social media posts are highly effective for **generating new leads for your business**, **deepening professional relations**, and **building your reputation online**.² That's why we've created a bank of carefully selected images for you to choose from, as well as engaging post copy to share on your LinkedIn, Facebook, or Twitter accounts.

How to use:

- 1** Select the description you'd like to use (next page)
- 2** Download the image you'd like to use (next page)
- 3** Log in to your social media account
- 4** Create a new post by adding your description and your selected image into the post
- 5** Post what you've created
- 6** Respond to people who engage with it to keep the conversation going

² Advisor's Edge. "Using social media to extend your reach," October 2019.

Social Posts

Sharing Articles

Videos

Posters

Social media posts

1


[Download](#)


Do you want to get focused on your health goals? If so, let's chat about Health & Dental Insurance with Manulife *Vitality*. Leave a comment on this post, and we'll connect.

2


[Download](#)


Let's get your health and motivation up with Health & Dental Insurance with Manulife *Vitality*. Let's connect.

3


[Download](#)


[72% of men and 80% of Canadian women](#) try to eat healthily. Did you know that Health & Dental Insurance with Manulife *Vitality* can reward you for eating healthy? It's true. To learn more, please reach out.

Social Posts

Sharing Articles

Videos

Posters

Social media posts

4



Download   

Only 17% of Canadian adults meet the Canadian Physical Activity Guidelines and get [at least 150 minutes of exercise per week](#). Imagine if there was a program that rewarded you for exercising? In fact, there is; it's Health & Dental Insurance with Manulife *Vitality*. Let's discuss more.

5



Download   

Manulife *Vitality* can be the first step towards a healthier you. Are you ready to take a step in the right direction? If so, let's chat about how Health & Dental Insurance with Manulife *Vitality* can get you healthier. Reach out when you have a moment.

6



Download   

Manulife *Vitality* lets you earn rewards for the healthy choices you make. It's pretty simple. Live healthy. Get rewarded. It's what Health & Dental Insurance with Manulife *Vitality* is all about. Interested in learning more? Let's connect.

Social Posts

Sharing Articles

Videos

Posters

How to use:

- 1 **Find** an article you'd like to share
- 2 **Log in** to your social media account
- 3 **Copy** the link of the article into your post
- 4 **Write** a description post and make sure you mention Manulife *Vitality* in it (see the two examples)
- 5 **Post** the article
- 6 **Respond** to people who engage with it to keep the conversation going

Articles your clients will want to read

Another great way to **connect with potential clients** is by sharing interesting fitness, health, nutrition, and wellness articles on your social media. We know that there's a big appetite for this content. So, if you come across an article that you think potential clients will find interesting — share it! Always make sure you draw the connection back to Health & Dental with Manulife *Vitality* in your description post for the article.

Here are a few examples of how you can do it:

- 1 This article has some great tips for new runners. It helped me get going. Now, imagine if you could get rewarded for your runs. You can with Health & Dental Insurance with Manulife *Vitality*. Interested in learning more? Let's connect.
- 2 Loved these healthy vegetarian recipes. Especially the vegetarian lasagne. Definitely worth a try! Did you know that the cost of your insurance coverage can go down when you regularly eat healthy? It's possible with Health & Dental Insurance with Manulife *Vitality*. Want to learn more? Please reach out.

Here are some good sources for articles and information:

Overall health and wellness

[alive.com](https://www.alive.com)

[besthealthmag.ca](https://www.besthealthmag.ca)

[menshealth.com](https://www.menshealth.com)



Healthy recipes

[cleaneatingmag.com](https://www.cleaneatingmag.com)

[eatingwell.com](https://www.eatingwell.com)

[healthierbynature.ca](https://www.healthierbynature.ca)



Getting fit

[oxygenmag.com](https://www.oxygenmag.com)

[runnersworld.com](https://www.runnersworld.com)

[shape.com](https://www.shape.com)



Social Posts

Sharing Articles

Videos

Posters


Watch and learn: Manulife *Vitality* videos

Just last year, **videos accounted for 80% of all consumer traffic online.**³ That's why we've created a series of Manulife *Vitality* videos for you to share with your clients. The first series of four videos provide an overview of Manulife *Vitality* and how it can help your clients.

The second series of four videos are review videos. In them, you'll hear what our brand champions are saying about us! Why are we doing this? Because we know that **76% of individuals trust online reviews.**⁴ Here's your chance to share real stories from real people about how Manulife *Vitality* is changing their lives.

How to use:

- 1 Select the video you'd like to use
- 2 Log in to your social media account
- 3 Copy the YouTube link into your post
- 4 Use the language provided under the video (specific to each)
- 5 Post what you've created
- 6 Respond to people who engage with it to keep the conversation going

Tip: 
Share these
videos in emails
to your clients!

³ mention.com. "7 Top Tips to Create a Killer Video Content Strategy," January 10, 2020.

⁴ brightlocal.com. "Local Consumer Review Survey 2019," December 11, 2019.

Social Posts

Sharing Articles

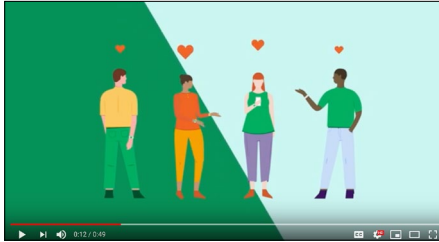
Videos

Posters



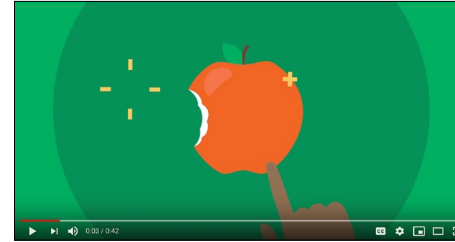
Program videos

1 Manulife *Vitality*: Live healthy. Earn Rewards www.youtube.com/watch?v=EZIk3ym-WXw



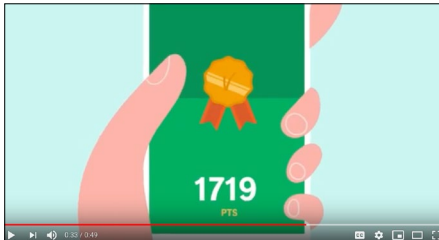
Manulife *Vitality* is a program that helps you make little changes today that will have a real effect on your health tomorrow. To learn more about how Health & Dental Insurance with Manulife *Vitality* can have a long-term impact on your health, please reach out.

2 Manulife *Vitality*: Earn Rewards www.youtube.com/watch?v=mLOF1dPdotQ



Manulife *Vitality* gives you the tools to get healthier and the rewards for reaching your goals. Let's chat about how Health & Dental Insurance with Manulife *Vitality* can help you reach your health goals. Please reach out to learn more.

3 Manulife *Vitality*: Track Activities www.youtube.com/watch?v=k7BtuggNvrk&feature=emb_logo



With Manulife *Vitality*, every little move you make adds up. And you can get rewarded for it! Let's chat about making the first move to Health & Dental Insurance with Manulife *Vitality* today. Connect with me to learn more.

4 Manulife *Vitality*: Know Your Health www.youtube.com/watch?v=NbU4kC0yGaA



Learning your Vitality Age™ is the first step towards improving your health, little by little. Want to learn your Vitality Age™ and more about Health & Dental Insurance with Manulife *Vitality*? Let's chat.

Social Posts

Sharing Articles

Videos

Posters

Member review videos

1 Manulife *Vitality*: Joanna G. Member Story

<https://youtu.be/6bXK0goaero>



As a busy mom of three, Joanna is using Manulife *Vitality* to focus on living a healthy lifestyle and being the best she can be. Let's discuss how Health & Dental Insurance with Manulife *Vitality* can help you be the best you. Contact me today.

2 Manulife *Vitality*: Kevin L. Member Story

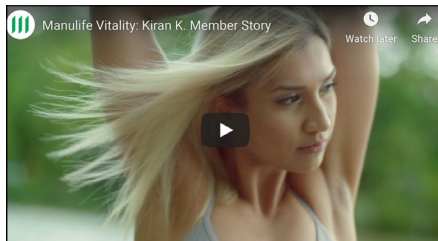
https://youtu.be/_Dhnx3bNp7w



Kevin felt sluggish in his daily life. Now he's using Manulife *Vitality* to motivate himself to stay active and get in shape. Want to know how Health & Dental Insurance with Manulife *Vitality* can help you stay active and get in shape? Let's connect.

3 Manulife *Vitality*: Kiran K. Member Story

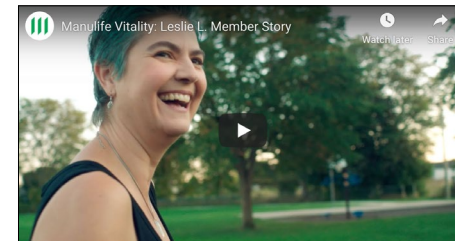
https://youtu.be/s2j8hQ_aroQ



Kiran felt bored with her fitness routine. She's using Manulife *Vitality* to challenge herself and keep track of her progress. Interested in a new routine and a new challenge? Let's chat.

4 Manulife *Vitality*: Leslie L. Member Story

<https://youtu.be/ldwqnQcb1Xk>



Fitness is a family affair for Leslie. She's using Manulife *Vitality* to keep active with her kids. Learn how Health & Dental Insurance with Manulife *Vitality* can help get you and your family healthy in 2020. Contact me when you have a moment.

Posters

Posters are meant to inspire and help **start conversations with your clients** because they allow you to visually convey your messaging.⁵ So, make sure you utilize them as part of your Health & Dental Insurance with Manulife *Vitality* communications.

By placing a few in your office waiting room, the posters can spark interest when your clients meet with you. And if you're supporting a booth at a trade show, display a variety of different posters to help **illustrate the breadth of your expertise** and the product.

Note: The ideal size when printing these posters is 11" x 17". If that's not available, 8" x 11" is your second-best option.

⁵Printivity. "5 Benefits of Marketing With Posters," July 2019.

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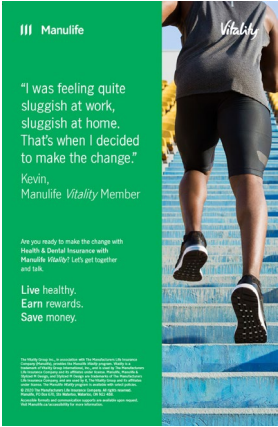
Social Posts

Sharing Articles

Videos

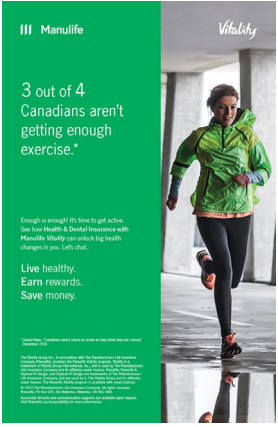
Posters

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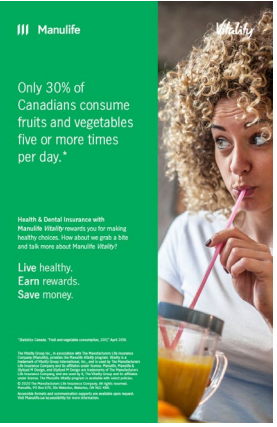
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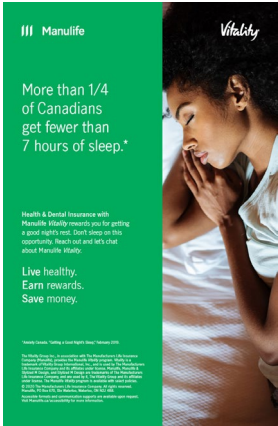
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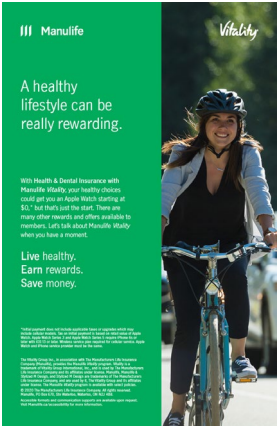
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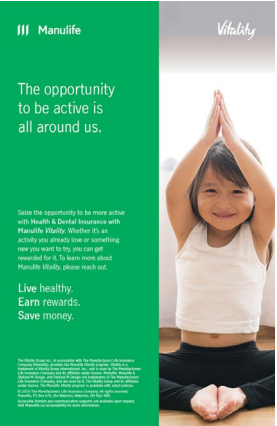
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6



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Health & Dental Insurance with Manulife *Vitality* Marketing Toolkit

Questions or comments?

Your feedback will help us make this toolkit even better. Please send your suggestions to am_brokersupport@manulife.ca.

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