

INSURANCE CASE STUDIES



**YOUR MESSAGE,
in the RIGHT SPOT**



SALES/EDUCATIONAL TOOL – Includes the key selling points of Canada Life’s new insurance plan. This diamond was given to new clients by their sales representative at the beginning of their meeting. It helps them structure their pitch and act as a virtual sales agent after the meeting.



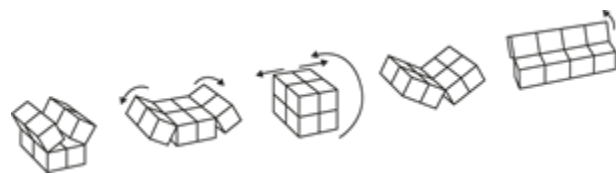
Magic Diamond 7cm

**YOUR MESSAGE,
in the RIGHT SPOT**



redefining / standards

TRAINING TOOL for AXA Finance sales team. The cube was given to their sales team. It taught them 6 key tips to improve their meeting and customer management

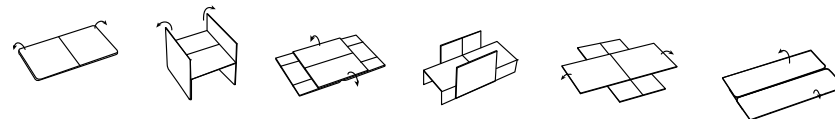


Magic Cube 7cm

YOUR MESSAGE,
in the RIGHT SPOT

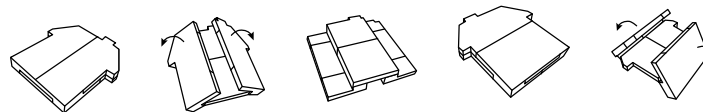


SALES/EDUCATIONAL TOOL – Includes the key selling points of MACIF financial service and was given to new clients by their sales representative at the beginning of their meeting. It helps them structure their pitch and act as a virtual sales agent after the meeting.





SALES/EDUCATIONAL TOOL – Includes the key selling points of SwissLife new employee insurance. This Magic House was given to new clients by their sales representative at the beginning of their meeting. It helps them structure their pitch and act as a virtual sales agent after the meeting.

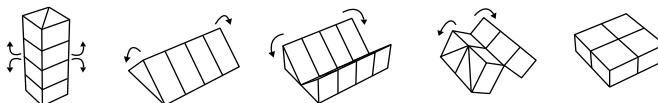


Magic House XL

YOUR MESSAGE,
in the RIGHT SPOT



SALES TOOL – Sales tools used by CIGMA sales team during tradeshows to highlight the launch of their ICARE new health insurance



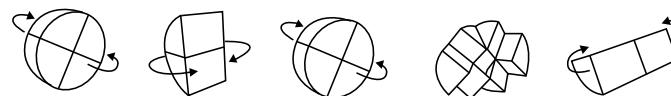
Magic Crystal

**YOUR MESSAGE,
in the RIGHT SPOT**



redefining / standards

SALES/EDUCATIONALTOOL – Includes the key selling points of AXA new retirement plan. This Magic Orbit was given to new clients by their sales representative at the beginning of their meeting. It helps them structure their pitch and act as a virtual sales agent after the meeting.



Magic Orbit

**YOUR MESSAGE,
in the RIGHT SPOT**



INTERNAL COMMUNICATION TOOL – Givenaway item offered to their sales staff during conference. ALLIANZ chose RUBIKS to implicitly associate its brand with intelligence and challenge.



RUBIKS 3X3 57mm



YOUR MESSAGE,
in the RIGHT SPOT



SALES TOOL – Givenaway to AIG business partners to remind them of the key words to include in their sales pitch when talking about AIG policies: Connected, Open, Networked, Nuanced, Collaborative, Entrepreneurial, Strategic... The Rubiks is ideally designed to highlight in a playfully the words and values associated with the brand.



RUBIKS Pen pot

**YOUR MESSAGE,
in the RIGHT SPOT**



INTERNAL EDUCATIONAL TOOL – Designed as an educational tool for GENERALLY during the launch of its CRM platform, the Rubiks was chosen to highlight playfully the main functionalities of the platform and engage the sales team to use it.



RUBIKS 2x2

**YOUR MESSAGE,
in the RIGHT SPOT**



**YOUR MESSAGE,
in the RIGHT SPOT**



Visible every workday



Playful and engaging



Longevity on the desk



**Your message
gets read and remembered**



Magic Concepts[®]
AMAZING MEDIA





ENAMEL LAPEL PINS AND BADGES– Used by customer facing staff as a reinforcement of their high quality and long standing values.



Enamel Badge

TABLET COVERS– Branded protective covers for insurance assessors working in the field with consumers on a daily basis



Tablet Cover