

## BACKGROUND

NFP Benefits Partners is a division of National Financial Partners Corp. (NYSE: NFP), a national network of over 500 independent financial advisory firms specializing in life insurance and wealth transfer, corporate and executive benefits, and financial planning and investment advisory services. NFP Corp. provides its firms with best-of-breed products, advanced benchmarking and analysis tools, and preferred relationships with many of the top carriers in the industry.

As a part of NFP Corp., NFP Benefits Partners — a leading national corporate benefits producer group — encompasses more than 165 member firms and 1500 benefits professionals representing over 30,000 corporate clients of all sizes throughout every industry. Based in Austin, TX, NFP Benefits Partners offers member firms and their clients the comprehensive, cutting-edge benefits solutions, support and technology that only an organization of this strength and scale can.

## OBJECTIVE

NFP Benefits Partners sought to stand apart from all other regional or national distributors, elevating the way corporate benefits were viewed and utilized in the marketplace. The organization wanted to evolve from being seen as a commodity to being recognized as a provider of the leading-edge thinking and customized solutions that help create greater value for their member firms and their customers.

## HIGHLIGHTS

Conducted a full assessment and due diligence process, including a comprehensive document review, attendance at sales and strategy summits, participation in recruitment efforts, and executive/leadership and member firm interviews.

Created a new brand strategy for the organization that encompassed the idea of synergy — how the whole is greater than the sum of its parts — and how, together, the member firms of NFP Benefits Partners could "Be Greater."

Extended the "greater" theme across the differentiating points of the business, communicating with uniquely designed materials how, as a member of this network, firms and their customers can benefit from greater insight, solutions, technology and support — creating greater all-around value.

Utilized a creative strategy that showed movement, momentum, energy and activity to represent power and progress. Materials and type were designed to be bold and oversized to demonstrate greatness, and the greater-than sign ( > ) was used to reinforce the brand positioning, while reflecting the existing diamond pattern of the current NFP Benefits Partners logo.

Created two tiers of messaging — one for the member firm recruitment efforts, and one for client-facing tools which members use to sell their services. Tools included a brochure and series of four postcards for each audience, as well as a client-facing Benefits Brief, Flash movie and PowerPoint for client presentations, and a member firm extranet and On-boarding Guide.

Crafted a comprehensive marketing and recruitment plan that included trade ads, regional meetings and events, whitepapers, webinars, newsletters and the establishment of an advisory group that would provide strategic consulting to member firms on how they can grow their business.

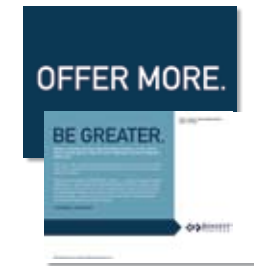




2008 CORPORATE BENEFITS BRIEF



CLIENT FLASH MOVIE



CLIENT POSTCARDS (SERIES OF 4)



CLIENT BROCHURE



CLIENT POWERPOINT PRESENTATION



RECRUITMENT BROCHURE



RECRUITMENT POWERPOINT PRESENTATION



RECRUITMENT POSTCARDS (SERIES OF 4)

