

Insurance



The Publisher

TILT is a pioneer of collaborative marketing and has adopted a whole new approach to direct marketing across various media online and offline channels. As publishers of the trusted consumer brand **asrecommended**, Tilt is now the market leader in collaborative marketing following phenomenal growth delivered via a unique targeting formula and publication format. TILT is one of the largest distributor of insurance product range door drops in the UK as ranked by Billetts.

The Publication

asrecommended Insurance is part of the largest consumer guide distribution in the UK working across both door to door and online. As a trusted brand **asrecommended** brings brands to consumers in their own homes in a precisely targeted and expertly delivered consumer guide. Over 30 years marketing experience is behind the **asrecommended** brand and a comprehensive knowledge of direct marketing delivers outstanding results.

asrecommended insurance Key Features



- Exclusive maximum 16 advertisers in each publication to maintain response rates
- Phased monthly volumes according to the optimum months for insurance
- Comparison and notes centre section researched to be highly valued by consumers
- Celebrity participation, consumer style editorial, cost saving tips
- Glossy paper quality creating a high impact item with significantly lower CPT than individual items
- Town specific cover proposition to increase response
- Delivering up response offline and online - up to 40% online according to research
- Results prove a longer dwell time – up to 14 months – in the home in comparison to single doordrop items

asrecommended Service

From a client's perspective our process is simple as all you need to supply is artwork and we will do the rest -

- Target & plan the distribution
- Collate the directory
- Print and disperse the stock to the media supplier
- Ensure distribution takes place on time

asrecommended insurance Campaigns



asrecommended insurance - Doordrop



- High ABC1 audience penetration
- Selection of the most responsive postcode sectors based upon experience of planning over 1 billion D2D items
- Bespoke modelling techniques use layers of data including insurance response
- Insurance renewal propensity by postcode sector
- Flood/subsidence area suppression
- Delivered via Royal Mail unaddressed Door to Door Distribution on a non-competing basis
- Town specific cover propositions

asrecommended insurance fifty plus - Doordrop



- Specifically targeting over 50's groups using geodemographic overlays
- High ABC1 audience penetration
- Selection of most responsive postcode sectors based upon experience of planning over 1 billion items in D2D
- Flood/subsidence area suppression
- Delivered via Royal Mail unaddressed Door to Door Distribution on a non-competing basis
- Town specific cover propositions

asrecommended insurance - Doordrop Rates

45m+ - £7.10/k 25m - 44m - £7.20/k 1m - 24m - £7.30/k

A/B creative tests are available free of charge for Q1 2010. Thereafter, the additional cost for creative tests will be £800 per monthly edition

- Editorial sponsorship is also available across the product range •