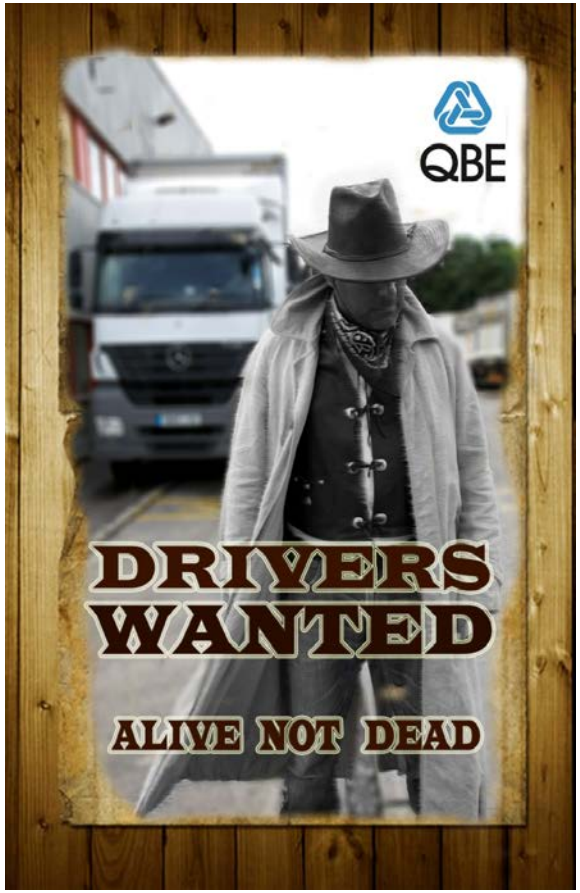
Wanted – Alive Not Dead Toolkits

Graham Evans • Practice Leader – Motor

QBE

The Packaged Solution

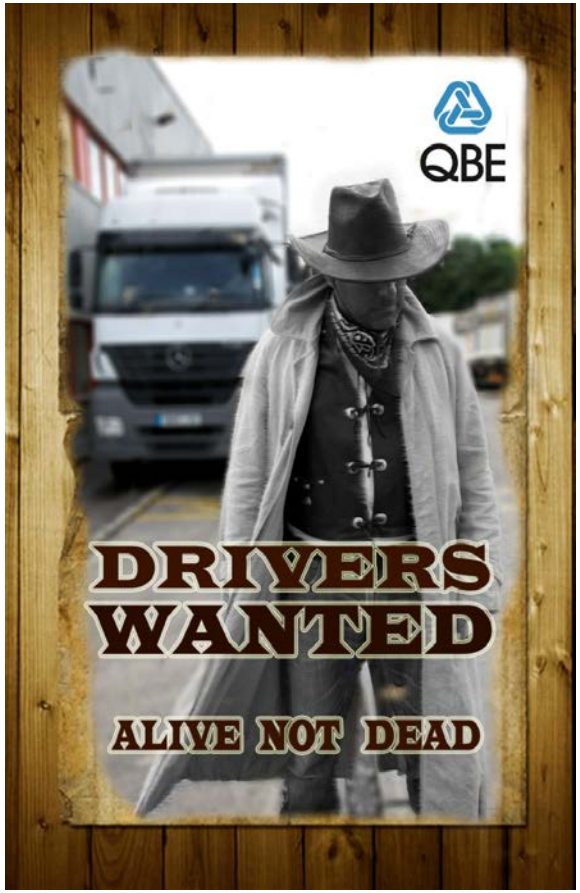
- A complete set of focussed toolkits
- Guidance for timescales and guidance notes for trainers
- A series of focussed campaigns
- Using a proven methodology and strategy
- Provision of means to deal with the problem
- Released through 2012 and 2013
- Free to GWP > £250k?



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The Methodology

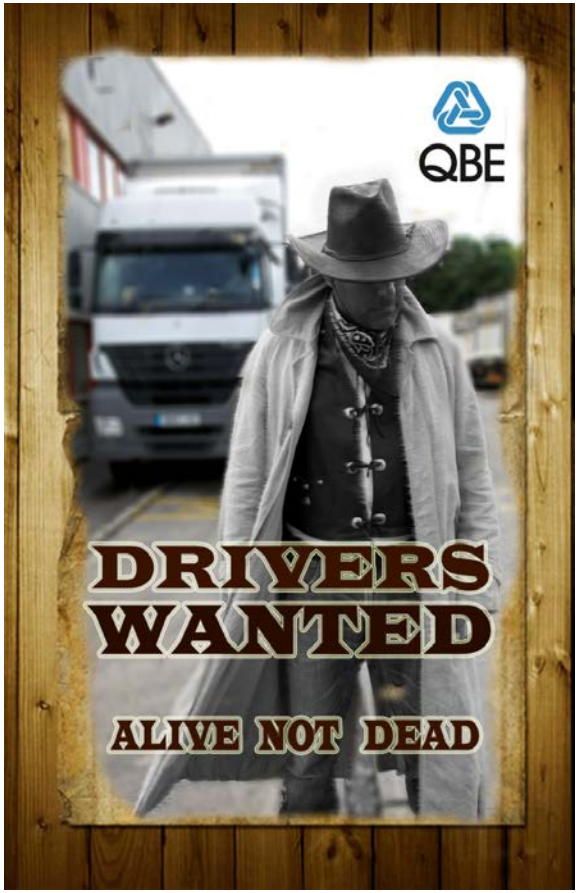
- Proven process of short & long term response
- Time lines and process to be followed
- Clients must use their own data and produce all material in their own brand – with acknowledgement for QBE
- Using a method known as social marketing and focussing on the possible consequences for the driver not just for the collision
- Using anticipated regret and not standard messages is the most powerful method of communicating



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The Contents

- A QBE EO or self branded solution
- Tool box talk including presentation and DVD
- Graphic for use in posters to reinforce the message to be sited in drivers' room, toilets, clocking in office, transport office
- Trainer guidance notes for rolling out the programme
- Graphic to support in vehicle material, visor stickers, key ring attachments



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