

# Recent Insurance Experience: Annuities

## ***FIA Optimization Study***

- ✓ Webcam in-depth interviews followed by an online survey with Advisors using a complex conjoint design to optimize the ideal FIA product and compare to competitive benchmarks; output included a simulator to test various product combinations

## ***Annuity Hot Topics Research***

- ✓ Online bulletin boards with advisors and non-registered reps to explore trends and “hot” issues in the annuity market, conducted across multiple waves; some of the topics included marketing/messaging, target market, FIAs, VAs, and IOVAs



## ***Annuity Market Assessment***

- ✓ Webcam focus groups and telephone in-depth interviews with consumers to explore their understanding and perceptions of annuities and measure interest in potential annuity ideas

## ***Messaging / Positioning Study***

- ✓ Online survey with 300 advisors to assess a company’s brand positioning in the annuity market and determine the best tools and service offerings to associate with the positioning

## ***Fee-based VA Concept Test***

- ✓ Online quantitative survey with consumers who use a fee-based advisor to assess perceptions of annuities and test a fee-based annuity concept and potential pricing; a max-diff trade-off exercise was used, as was a Gabor-Granger pricing model