

Zeldis Ad and Message Test Recent Experience

GUL Message Test

- ✓ In-person focus groups with GUL owners GUL-owning consumers to understand their perceptions of GUL and to test messaging around GUL rates and rate increases

Retirement Plan Ad Test

- ✓ Online qualitative bulletin board discussions with consumers to test a series of advertisements for a defined contribution retirement plan



VA Materials Test

- ✓ Webcam focus groups and telephone in-depth interviews with advisors and consumers to test marketing brochures and videos for a specific variable annuity product

Advisor Brand Ad Test

- ✓ Online qualitative bulletin board discussions with advisors to test a series of advertisements reflecting new branding and messaging

Retirement Collateral Test

- ✓ Telephone in-depth interviews with advisors to test new retirement collateral materials