
Two Insurers, Two Multi-Media Web Strategies

By Editor Test *Wed, Mar 17, 2010*

The Principal and AXA Equitable have established new multi-media web portals for investors and for bloggers, respectively.

Two major retirement product providers, The Principal and AXA Equitable, have established new multi-media web portals, one to appeal to crisis-battered Americans and the other reaching out to bloggers and reporters.

Principal Financial Group has launched "AmericaRebuilds.com," an online planning center that's designed "to engage, educate, inspire and motivate Americans to take action," the company said in a release.

The site features educational tools, videos and guidance from third-party financial experts and advisors; videos and stories of Americans and their businesses at different stages of rebuilding; financial calculators; and assistance finding an advisor.

The Principal will partner with Time Warner divisions, Time Inc. and Turner broadcasting to drive traffic to the site. With appearances by financial expert Jean Chatzky, the campaign includes a category exclusive sponsorship of CNN's "Building Up America" series across CNN, HLN and Airport Networks.

The Principal's "Rebuild" advertisements will run throughout national print, broadcast, cable, financial trade and local business journals, as well as NCAA basketball and football event sponsorships.

The effort also includes a mobile website that furnishes users with a retirement planning calculator; information about budgeting, saving and other goals; savings tips; an advisor locator; and a calendar with reminders to call advisors.

AXA Equitable Life Insurance, meanwhile, has announced the launched "[The Source](http://TheSource.com)," a multi-media Web site linked to the company's existing online press room. It's intended to promote AXA Equitable as a resource and thought leader on financial protection and retirement planning.

"Innovation remains the fabric of our communications efforts," said Barbara Goodstein, executive vice president and chief innovation officer. "The Source is the latest example of how the tools at our disposal—notably technology and creativity in this case—help to create a unique platform of learning."

AXA Equitable hopes bloggers as well as traditional media will use The Source to keep up on financial security trends and the growing pressure on individuals to generate retirement income beyond Social Security and employer-sponsored plans.

Multi-media content now on the site includes highlights of a forum that featured former Federal Reserve Board Chairman Paul Volcker, a look at trends in inflation, interest rates and taxes, and a video that reports on the unique financial needs of women.

