

# How Marketing Supports You

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**Glatfelter**  
INSURANCE GROUP®  
An **AIG** company

# YOUR MARKETING TEAM



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# YOUR MARKETING TEAM



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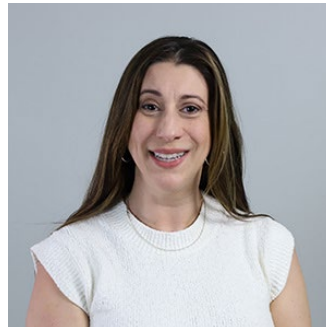
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# Glatfelter Corporate Marketing Team

- 12-person team operates as a full Marketing Agency with varied and vast specialties and areas of expertise.
- Goal is to serve as your “marketing arm,” providing insight and ideas, support, and collateral that helps you expand your book of business and your outreach. Ultimately, our goal is to help you meet your goals.
- For Glatfelter programs, a current primary focus is support of overall brand awareness. This differs with VFIS, which is a well-known brand across the country.
- We utilize scientific and behavioral marketing approaches, evaluate insights through analytics, and stay up-to-date on best practices in a rapidly-changing market so that we can provide you with the latest knowledge, expertise, and advice.
- The market is crowded and noisier than ever—we aim to help you cut through that noise and stand out while making a lasting, positive impression on current clients and prospects.
- Our goal is also to strengthen our brand and provide awareness in all markets, which involves ensuring that our collateral follows brand and legal guidelines.

# Behavioral Marketing Fun

## The Anchoring Effect

- When making decisions, people tend to rely heavily on the first piece of information encountered (the "anchor"). For instance, initial prices set for products can shape consumer perceptions of subsequent prices.

## The Endowment Effect

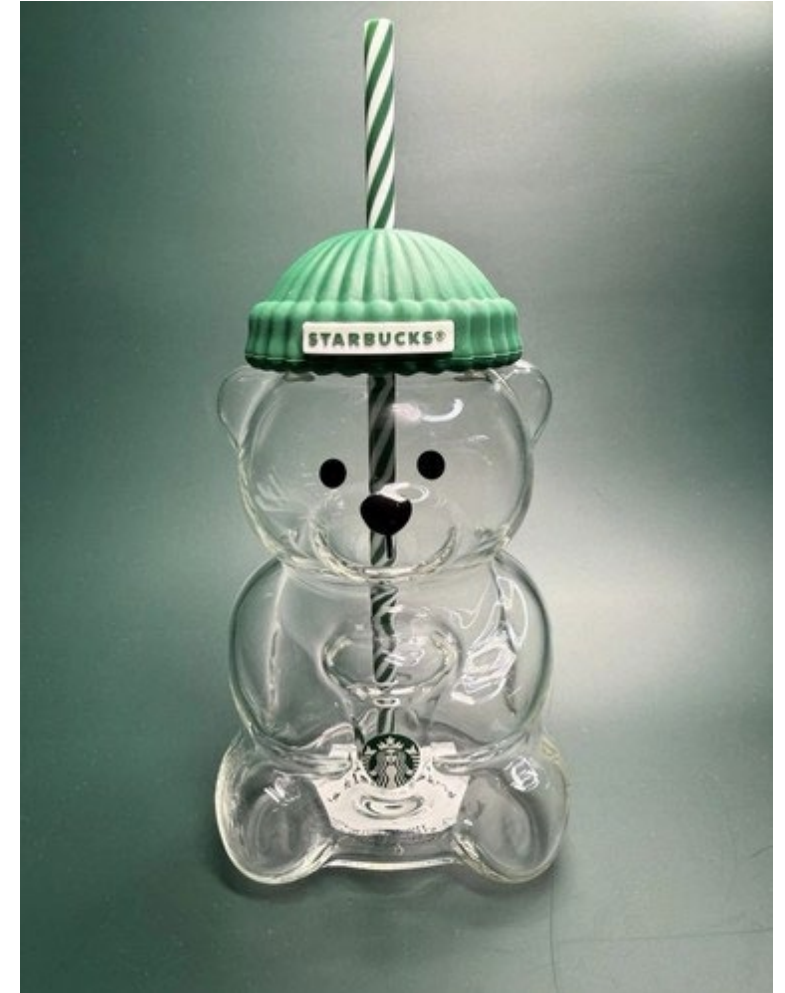
- People often assign a higher value to things merely because they own them. This is evident when individuals place a higher selling price on objects they own compared to what they'd pay for the same item.

## The Halo Effect

- When we perceive someone positively in one aspect, that positive bias extends to other areas as well. For example, finding someone attractive can lead to the assumption they're also kind or intelligent.

## The Scarcity Principle

- Items in short supply are perceived as more valuable, driving people to act quickly for fear of missing out





# Behavioral Marketing Fun

## Social Proof

- People tend to follow the actions of the masses, believing that such a large group can't be wrong. This behavior is evident in trends and the popularity of reviews.

## Loss Aversion

- People tend to prefer avoiding losses over acquiring equivalent gains. The pain of losing something is psychologically twice as powerful as the pleasure of gaining something of equal value.



## | Marketing Team & Specialties

We aim to provide Glatfelter's products and services to those who need them, connecting with target audiences in meaningful, measurable, and sustainable ways. We seek to drive growth—both yours and Glatfelter's, to strengthen brand awareness and reputation, and create value for our broker partners and end clients through strategic, data-informed, and creative initiatives.

## | Marketing Team & Specialties

### **Build, Manage, and Protect the Brand**

- Establish and maintain a strong, consistent brand identity and voice.
- Ensure all communications and designs reflect Glatfelter's values, mission, and purpose, and differentiate Glatfelter from competitors.





## | Marketing Team & Specialties

### Drive Awareness and Demand

- Identify and reach target audiences through multi-channel campaigns.
- Generate qualified leads and nurture them while using data analytics to measure and optimize performance across all marketing touchpoints.



## | Marketing Team & Specialties

### Support Sales and Business Objectives

- Align marketing strategies with overall business goals and revenue targets.
- Equip sales teams and broker partners with tools, messaging, and materials that create value and accelerate conversations.



## | Marketing Team & Specialties

### Deepen Customer Engagement and Loyalty

- Create content and experiences that educate, inspire, show transparency, and build trust.
- Leverage target audience insights and feedback to improve overall satisfaction and retention.





## | Marketing Team & Specialties

### Foster Innovation and Continuous Improvement

- Art started with innovation; we continue it by staying ahead of trends, technologies, and industry shifts.
- Test new ideas, channels, and creative approaches for maximum impact, utilizing behavioral marketing to develop strategy.
- Use data analytics, metrics, and feedback loops to learn, iterate, and evolve strategies.



## | Marketing Team & Specialties

Glatfelter boasts a fully-integrated, centralized, in-house marketing department with the following capabilities:

- Marketing Strategy
- Research
- Brand Development
- Event Planning & Management
- Advertising
- Copywriting and Copyediting
- Executive Communications
- Public Relations
- Digital Communications
- Direct Marketing
- Web Design & Development
- Social Media Marketing
- Tradeshow Marketing
- Tradeshow Management
- Graphic and Multimedia Design
- Video
- Interactive, Animation, and Augmented Reality Development
- Data Analytics
- CRM Management
- Client Service & Customer Experience Management

# Current Marketing Strategies

Connecting through transparency, authentic storytelling

- Use of real stories, real photographs

Focusing on the ‘why’ – we care for the community caretakers

- Showing genuine care and advocacy
- Being there in many of ‘the moments that matter most’

Using clear, simple, and concise language (cutting through that noise)

Creating journeys to support inbound vs. outbound marketing

Explaining with a target audience perspective in mind

- You Language
- Not “what we do” but “what we can do for you”
- Meet needs / reduce pain points



**“People don’t care how much you know until they know how much you care.”**

- John Maxwell

# BRAND & BRAND STANDARDS



# Brand & Brand Standards

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+180 types of touchpoints of visual communications

Flyers

Emails

Websites

Brochures

Social

Videos

These all need to be unique and accurate to each market while still maintaining the Glatfelter Identity.

# Brand Standards

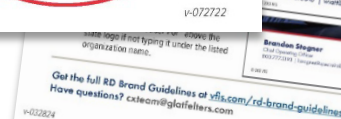
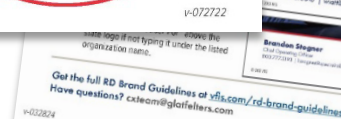
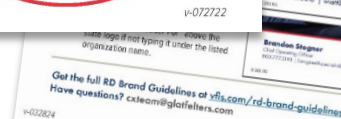
## Photography and Video Guidelines

Composition  
Lighting  
Framing  
Tone  
Temperature  
Depth

Original and Accurate



- Brand colors
- Size
- Spacing
- Do's and Don'ts





# But wait...

## Glatfelter Brand Style Guide

™ and ®

Voice

Logo Usage

Clear Space

Proportions

Color Palettes

Typography

Graphics

Everything we produce is curated to meet these standards.

# Who Cares?



To

📧 Lindsey E. Elias ✕

📧 Rocklyn T. Altshuler ✕

Bcc

Cc

Glatfelter Producer School

Draft saved at 5:04 PM

Producer School Attendees,

Hold on to your seats because it's about to get wild! Trust me.

Enjoy your visit.



**John Peck**  
**Creative Director**  
Glatfelter Insurance Group

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 [Book time to meet with me](#)



①

**APPLICATION TO  
SELECTED RISKS INSURANCE COMPANY  
FOR  
PENNSYLVANIA VOLUNTEER FIREMEN'S INSURANCE PROGRAM**

Name of your Volunteer Fire Company Fayetteville Volunteer Fire Company

Name of your Relief Association Fayetteville Fireman's Relief Association

Situated in Fayetteville County of Franklin, Penna.  
(city, borough or township)

Number of fire companies or fire stations to be insured 1

Check plan desired 1 2 3 4 Annual premium \$ 363.00  
Annual premium \$ 750.00

Optional medical coverage:  
If coverage for Ladies Auxiliary is to be included:  
Check plan desired 1 2 3 4 Annual premium \$ .....  
Total Annual premium \$ 613.00

Coverage to become effective at 12:01 A.M. 10/30/ day 1968  
month

Correspondence to be mailed to Robert Linker title Sec'y  
at the following address Box 67, Fayetteville, Penna 17222

Signed this 30th day of October 1968 at Fayetteville, Penna.  
Signed by Robert S. Linker title Sec'y

Acknowledgement of this application will be given by return mail. Policy will follow within a few days.

If this coverage is to be issued through a Selected Risks agent or Penna. broker please complete the following:

Name of agent or broker EFFINGER - McDOWEN INSURANCE

Address 230 Lincoln Way East, Chambersburg, Pa. 17220

Are you a Selected Risks agent yes no

If not, give us your Penna. broker's license number .....

The following information is requested for statistical purposes only:

How many pieces of fire fighting or emergency equipment are garaged in your fire house? 3

What is the estimated number of active Volunteer Firemen in your fire company? 30

HVD-165-3A





# The blast could be heard, and felt, towns away...

When Rapho Township's Public Works' facility exploded just as the sun started to rise, the building was destroyed. Neighboring structures damaged. But injuries? None—thanks to a quick-thinking employee who cleared the building just moments before. Within hours, Rapho Township was ready to begin moving forward as Glatfelter claims adjusters arrived on the scene, check already in-hand.

Partner with Glatfelter for the claims service your clients deserve.

[glatfelters.com](http://glatfelters.com)

**Glatfelter**  
INSURANCE GROUP®  
An  company

# Unleashed Service

Support for Search & Rescue Dogs

fire service | emergency medical services | water utilities | schools | municipalities | school bus contractors  
religious organizations | senior living | hospice | home healthcare | custom coverage | workers' compensation

© 2023 Glatfelter Insurance Group



# Marketing Central



<https://www.glatfelters.com/agent-resources>



# Audit Support

## Website Review

- Adherence to brand standards, legal requirements, ADA requirements
  - SEO
  - Editing
  - Journey Suggestions
  - Photography, Video & Design

## Social Media Review

- Linked In
- Facebook
- Instagram

## On-Site Agency Education

# Approval Process

1. Content
2. Design
3. GIG Legal Review
4. AIG Legal Review
5. Production
6. Distribution

# HOW TO WORK WITH US

- You know your clients and goals best. First and foremost, we're here to listen and then utilize our areas of expertise to brainstorm the type of marketing initiative(s) that will work best for your needs. Gather notes on your ideas (a bulleted list is fine) and send them our way.
- We can provide reactive marketing support: If a major competitor exits a market and you'd like to expand there, our materials can be quick and targeted to specific locations. We find that niche marketing does better overall than casting a wide net.
- We can provide proactive marketing support: Planning marketing materials, content, and campaigns that help you generate awareness, highlight key products, or expand business.
- See something a competitor is doing that you like? There's nothing wrong with putting our own spin on someone else's great idea. Share with us!
- Reach out via phone or email to share insights, goals, changes in the market, etc.

# QUESTIONS?

# Thank you!

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