

Small Business Advertising FAQs

Q. Why are we doing a TV commercial for Small Business?

A. Small Business is a key growth strategy for GVWB and we are deeply committed to serving the benefits needs of this segment. We developed the advertising campaign – which also includes print, digital and social media along with the TV spot – in order to highlight how our small business benefit solutions and expertise can help these businesses succeed.

Q. Are the people featured real Small Business Owners? Are they MetLife customers?

A. Yes, they're all real-life small business owners. No actors! The words that they use to describe their business are theirs. The commercial was filmed in the greater Seattle area. One of the featured business owners is a MetLife Dental Customer – Craig Dawson, owner of Retail Lockbox, a 46-employee group sold by Steve Porath in 2013.

Q. When will the TV commercial run?

A. You can [watch](#) for it airing on NBC, CBS and The Golf Channel during TV coverage of PGA tournaments through the summer and fall of 2016.

Q. What's the commercial's "call to action"?

A. At the end of the commercial, small businesses owners who are interested in learning more about MetLife's solutions for small businesses are directed to talk with their broker or visit metlife.com/mybusiness for more information. When a small business owner visits the MetLife.com/mybusiness web page, they have the option to request contact by filling in a web form or calling a dedicated 800 number.

Q. What happens when small business owners request contact?

A. When visitors complete the web form or call the 800#, they are asked who their benefits broker is. When a broker name is provided, the appropriate Sales Specialist or AE will be asked to reach out to the broker. If the small business owner tells us that they do not have a benefits broker, we will check our records to see if we have provided a quote for the business in the past to see if we know a broker who has been associated with the company in the past. If we do not, we will be sharing the lead with our partners at Digital Insurance, who will make a follow-up call to the small business owner.

Q. Where are the Peanuts characters?

A. For each particular advertising campaign, we evaluate whether the peanuts characters will be appropriate. For this commercial, our strategy is to highlight real small business owners that people could relate to and ensure the commercial focused on them. To that end, we decided not to include Peanut characters in order to focus on the small business owners.