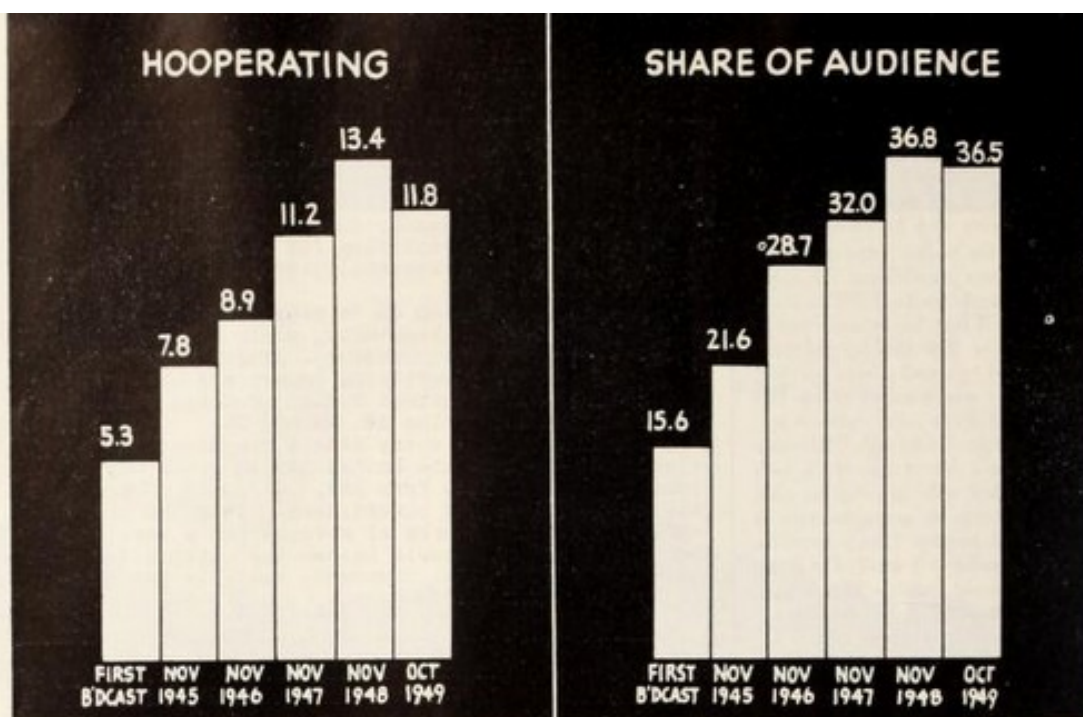




Equitable opens the door

"This is Your FBI" program helps 7,000

life insurance salesmen expand business

over-all Equitable is the first life insurance company to make radio advertising do more than open doors for its agents. It's true that Equitable Life Assurance Society of the U. S. pioneered the technique of using radio successfully to get leads and open doors for interviews. But it took the imagination of an ex-sales-promotion man to devise—and sell—a way by which network radio not only

helps deliver prospects, but helps sell them directly.

Equitable traced more than 10% of its ordinary life sales last year to its radio promotions. Just what this means becomes clear when you compare Equitable sales with last year's trend.

Life insurance sales as a whole were down in 1948, and Equitable sales were no exception. But Equitable sales

dropped less than the industry average by approximately the percentage of business accounted for by the radio promotions. This was 10.7% (\$68,326,660) of an ordinary life volume of \$666,834,660.

The previous year, 1947, saw life insurance sales continue to climb, following the surge of postwar buying. Equitable, however, topped the average increase for the industry in 1947

Radio activity, sales, chart parallel course

	Total Dollar Volume, Ordinary Life Sales	Total Dollar Volume Traceable to Radio	Per Cent of Total Sales Traceable to Radio	"FBI" Program Time and Talent Costs
1947	\$764,234,500	\$69,261,616	9.1%	\$ 950,000
1948	\$666,884,789	\$68,326,660	10.7%	\$1050,000

by approximately the same amount of business they could trace directly to their radio promotions.

Equitable decided in the Spring of 1945 to use network radio to help open doors to their agents and back up their selling with institutional messages. The agency, Warwick & Legler, New York, conceived a program based on actual case histories from the files of the Federal Bureau of Investigation. Director J. Edgar Hoover approved the idea, and thus was born *This Is Your FBI*.

The show is carefully checked by FBI officials not alone for technical accuracy, but for the faithfulness with which it portrays the thinking and objectives of the FBI and for its "crime does not pay" theme. This cooperation enables the opening announcement to label the program "... the official broadcast from the Files of the Federal Bureau of Investigation ... presented as a public service. . ."

The program, produced (also written and directed) for the agency by Jerry Devine, started on ABC in April, 1945. A careful study of the audience composition of programs with generally similar formats convinced agency officials that *This Is Your FBI* ought to attract a mass family-type audience with a high proportion of listeners in upper and middle income groups.

Men and women should strongly dominate, and a substantial proportion of the families should include adults with high school or better education, and should include one or more children. Such an audience would be a highly profitable one to talk insurance to. The program succeeded even better than expected in attracting just such an audience.

The most recent audience composition analysis, based on Nielsen data for Feb.-March, 1948, shows that 33% and 36%, respectively, of the families who listen to *Your FBI* are in the upper and middle income groups. Forty-three per cent of the listening families represented have one to two children, 28% have three or more. Sixty-two per cent of the families have high school educations, 21% college. There is reason to believe that the audience pattern is substantially the same today.

Children compose only 17.8% of the audience, only slightly more, for (Please turn to page 44)

TIE-IN WITH RADIO PROMOTION OPENS DOOR FOR FIELD MEN

Equitable Underwriters "Cash In" On Opportunities Offered by "This Is Your F.B.I."

"F.B.I." as any insurance can tell you, stands for Field and Bureau of Investigation—but thousands of Equitable field representatives are equally certain that it means "For Better Interviews."

A radio program sponsored by the insurance company named after the popular term in crime stories, *"This Is Your F.B.I."* has been a success story since its first broadcast. The radio program has been a success story since its first broadcast. The radio program has been a success story since its first broadcast.

Take the case of Paul W. Egan, of the 10th St. Branch, Philadelphia. In a week's time, he has secured the radio program as a major sales aid. During the 10th week, he has secured the radio program as a major sales aid. During the 10th week, he has secured the radio program as a major sales aid.

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LATCH LIFTERS—Equitable's radio program, "This Is Your F.B.I.," has been a success story since its first broadcast. The radio program has been a success story since its first broadcast.



House organ tells salesmen FBI also stands For Better Interviews, and how to obtain them

Conductor checks cues at script session with Jerry Devine, Milton Cross and Dean Carlton



EQUITABLE OPENS DOORS

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example, than *Lux Radio Theatre's* 16.5% juvenile fans. It's interesting to compare this ratio with the 35.7% kid listenership to *Lone Ranger*.

Advertising manager Leslie R. Shope returned to Equitable from the Army in December of 1945. One of the first jobs assigned Col. Shope was to find a way to make that advertising budget—about \$900,000, practically all going to radio—more productive.

A big reason that more insurance air advertising has failed than succeeded in the last 20 years is a failure to understand the role of audio-selling. The reason for such a lack of understanding only becomes clear when it is realized that few real advertising men sit in the advertising manager's chair at most insurance companies.

By May of 1946 the Equitable had worked out a plan to harness some of the tremendous persuasive power of radio to help sell Equitable policies.

The idea was to organize the air selling around a series of promotions over a period of about ten weeks. The promotions would cover some five fundamental themes, such as homeownership, educational fund, retirement income, etc. Key to the plan was to persuade the men and women of Equitable's field force to accept and follow carefully a campaign built around the series of broadcasts on each idea.

The crucial point is that individual underwriters, or salesmen, work for agencies who are affiliated with the insurance company by contract. They are free to follow their own devices in obtaining and selling prospects, subject only to the head of the agency.

For each scheduled promotion a sales kit explains, illustrates and demonstrates each step of a procedure by which an agent can make immediate sales. The program commercials for the period of each promotion stresses the particular phase of protection featured in the sales kit, and reiterate the importance of the agent.

Preceding each scheduled broadcast promotion, each agency manager receives an advance sales kit accompanied by a letter from Equitable's agency vice-president Vincent S. Welch, which sells the new promotion. Included is an outline for conducting agency and district meetings relative to the promotion. (Please turn to page 52)

SPONSOR

EQUITABLE OPENS DOORS

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Equitable Items, carries feature articles that high-light the sales possibilities for agents.

The first eight-week promotion (May 3-June 23, 1946) featured an "Assured Home Ownership" plan. Seventy-four agents participated. They sold 208 policies amounting to \$1,300,000 as a direct result of using the promotion. The fourth promotion found 439 agents in on the deal. For the ninth promotion 1,043 were in on the integrated campaign. They sold 4,096 policies amounting to \$13,152,442.

Some 50,000 postcards each week are mailed to new prospects plugging the current promotion and the radio program, to which the prospect is invited to listen for further details. Just starting the normal winter climb in rating, the show had a Hooper 11.3 (October 7) and a Nielsen 12.1 (Sept. 9). It has had a mid-Winter NRI rating as high as 20.3 (last January 21), and has consistently been among the top-rated shows regardless of classification, since its first year.

This Is Your FBI puts the Equitable sales messages into the ears of an average of 16,000,000 people at the rate of approximately \$1 for each 1,170 listeners. Here are some typical ways in which agents in the field use the promotions:

Charles J. McGinn (Dickenson Agency), Philadelphia, sent a letter on financing of mortgages with a radio postcard urging prospects to listen. From these two pieces plus the program he got 25% of the interviews he asked for and sold \$50,000 worth of business.

In Providence, R. I., Jackson H. Skillings (J. D. E. Jones Agency) mailed 50 cards a week for the period of the Retirement Income promotion and followed with calls. He sold 17 prospects in the eight weeks of the promotion. Business amounted to \$137,000.

The most recent promotion (June 17-Aug. 19) for which results have been audited reveal that 832 agents took part in selling 4,739 policies amounting to \$18,185,234. These figures as well as those for the two previous promotions represent a substantial increase over the same period in '43. Equitable believes they have only begun to tap the opportunities for further sales integration and market development. ★ ★ ★