



SPEAKING THE LANGUAGE.

Every industry has a language that can make it hard for outsiders to follow the discussion. Allianz Global Risks wanted to convince brokers that it provides more informed quotes because each of its underwriters specialize in just a few industries. So we did a little research and came up with some bizarre industry terms that made for some funny fake products. They proved that you can really get the wrong idea about an industry if you don't speak the language.

So, next time you're looking for a creative promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

Creative Marketing Services, Inc.

P > 888.681.8600

john@mysalespromotion.com

www.mysalespromotion.com