News & Views (States Staff)

Subject: New “Insurance Explained” Video Campaign Now Available

Trusted Choice® has just launched a collection of customizable videos created to help explain the details of specific insurance lines and address some questions consumers commonly ask regarding coverage.

These 12 videos, created initially for consumer use by Big I NJ and shared with Trusted Choice for member use, cover a range of topics including information about auto and rental car insurance, identity theft protection, pet insurance and more. All videos can be customized to include agency logo and info.

Encourage your members to incorporate these videos into their marketing efforts. They would work especially well on social.

The full collection can be reviewed in the [Marketing Campaigns](https://trustedchoice.independentagent.com/marketing-campaigns/) section on the Trusted Choice website.

Please contact Mia.McGowan@iiaba.net with any questions.