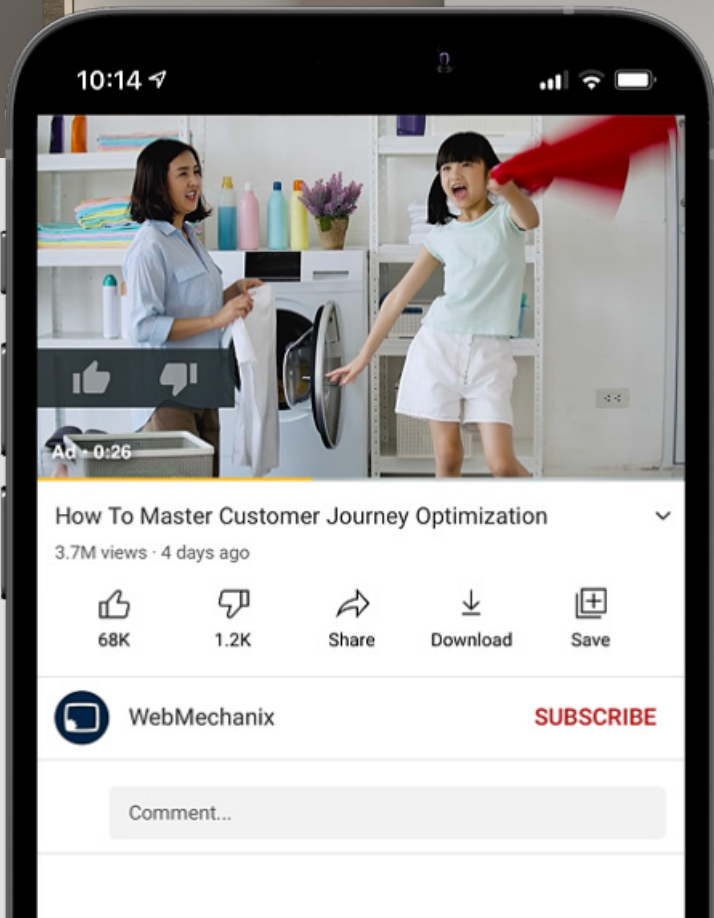




Legal & General America

500c. Video Production - Ad Campaign



Legal and General America (LGA) needed to debunk a misperception. Young parents who needed life insurance were hesitating to apply because they feared the process would be cumbersome and time-consuming. WebMechanix responded with a light-hearted video ad stressing how LGA makes it quick and easy to apply—increasing click-through rate and brand recognition.

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