



SENDVIA

Content and Social Ads December



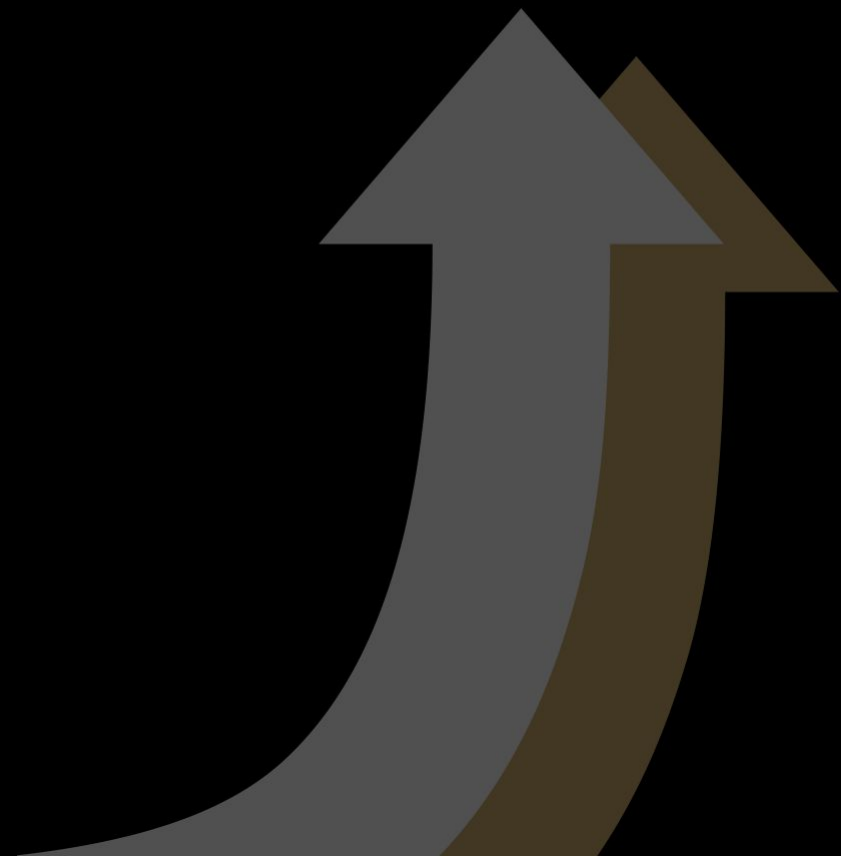
Content distribution

Dec		7 for awareness - all periodically boosted on a weekly basis 8 for consideration - all periodically boosted on a weekly basis 3 for decision al periodically boosted on a weekly basis		
W2	W3	W4	W5	
1 awareness FB post	1 awareness FB post	1 awareness FB post	1 awareness IG post	
1 awareness IG post	1 consideration Story	1 awareness IG post	1 consideration Story	
1 consideration Story	1 consideration IG Post	1 consideration Story	1 decision FB Post	
1 consideration Post	1 decision FB Post	1 consideration FB Post		
		1 decision Post		



Week 2

December



Awareness content #1

Facebook Post

Title or main copy for content image:

**Share in the joy of a new life.
Even from a distance.**

Copy or Call to action for content image:

Send Love

CTA

Send Love, Send Today,
Send Now, Send Support

Caption for post:

Bringing new life into the world is a joyous occasion, but it comes with responsibilities. With SendVia's care products, supporting your faraway family's healthcare just got easier - **from welcoming a long-awaited baby to undergoing an unexpected surgery**. And our partner, **CARD Pioneer** Microinsurance, makes claiming quick and easy, ensuring peace of mind during this precious time.

Examples

What we are - Take care of your loved ones back home even from a distance with our care products. [[Learn More](#)]

Senders purpose - Support your loved ones at any moment with SendVia's care products.

Care of your loved ones - Ensure your loved ones are protected with our Card Pioneer Microinsurance secured care products.

Best cases to use SendVia (situations when SendVia can help) - Support your family in Philippines at any moment with our care products.

Objective

1. Brand Awareness
2. Traffic to [website](#)

Use one of the cases from CPMI to show "best to use".

Awareness content #2

Instagram Post

Title or main copy for content image:

**Share in the joy of a new life.
Even from a distance.**

Copy or Call to action for content image:

Send Support

Caption for post:

Bringing new life into the world is a joyous occasion, but it comes with responsibilities. With SendVia's care products, supporting your faraway family's healthcare just got easier - **from welcoming a long-awaited baby to undergoing an unexpected surgery**. And our partner, **CARD Pioneer** Microinsurance, makes claiming quick and easy, ensuring peace of mind during this precious time.

Find out how to redefine support from a distance with our #linkinbio.



 SendVia

Share in the joy of a new life.
Even from a distance.

[Send Support](#)



Consideration content #3

META STORY

Title or main copy for content image:

Take control of caring for your loved ones in 4 easy steps.

1. **Purchase.** Choose a SendVia care product from our range and provide basic information about yourself and your loved one.
2. **Accept.** Your loved one accepts the SendVia care product through email or SMS.
3. **Notification.** You'll receive a receipt via email, while your loved one gets the care product details via email or SMS.
4. **Peace of mind.** Through the SendVia care product, your loved one is now protected by insurance from CARD Pioneer Microinsurance and can start using the giftcards from Sodexo. Both of you can enjoy peace of mind.

Copy or Call to action for content image:

Send Today

HOW IT WORKS

Take control of caring for your loved ones in 4 easy steps.

PURCHASE

Choose a SendVia care product from our range and provide basic information about yourself and your loved one.

ACCEPT

Your loved one accepts the SendVia care product through email or SMS.

NOTIFICATION

You'll receive a receipt via email, while your loved one gets the care product details via email or SMS.

PEACE OF MIND

Through the SendVia care product, your loved one is now protected by insurance from CARD Pioneer Microinsurance and can start using the giftcards from Sodexo.

Order Today



Consideration content #4

Facebook Post

Title or main copy for content image:

**Be sure they're taken care of
when lives and livelihood need to be rebuilt.**

Copy or Call to action for content image:

Order Today

Caption for post:

When a typhoon, flood, earthquake, or fire has left devastation back home, find solace in the fact that your loved ones can rely on the support provided by **SendVia care products, including insurance from CARD Pioneer Microinsurance** - your trusted partner in the journey of rebuilding.



 **SendVia**

 **CARD PIONEER**

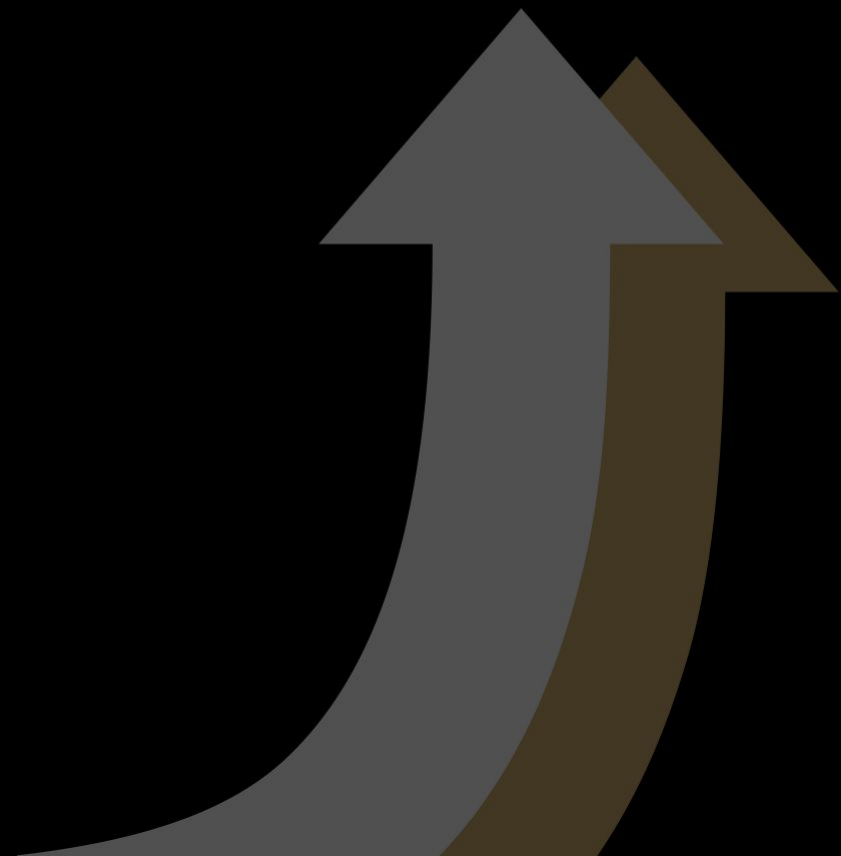
Be sure they're taken care of
when lives and livelihood need to be rebuilt.

Order Today



Week 3

December



Awareness content #5

Facebook Post

Title or main copy for content image:

This Christmas, unwrap peace of mind.

Copy or Call to action for content image:

Order Today

Caption for post:

The festivities bring joy, but life's uncertainties don't take a holiday. With SendVia, you can ensure that your loved ones get the support they need, when they need it, no matter what. **CARD Pioneer** Microinsurance is your trusted partner in spreading joy and peace of mind this festive season.



This Christmas,
unwrap peace of mind.

Order Today

Consideration content #6

META STORY

Title or main copy for content image:

'Tis is the season to spread joy through our CARDPioneer Microinsurance secured care products in just 4 easy steps:

1. **Purchase.** Choose a SendVia care product from our range and provide basic information about yourself and your loved one.
2. **Accept.** Your loved one accepts the SendVia care product through email or SMS.
3. **Notification.** You'll receive a receipt via email, while your loved one gets the care product details via email or SMS.
4. **Peace of mind.** Through the SendVia care product, your loved one is now protected by insurance from CARD Pioneer Microinsurance and can start using the Sodexo Mobile Pass. Both of you can enjoy peace of mind.

Copy or Call to action for content image:

Send Love

'TIS IS THE SEASON

to spread joy through our CARDPioneer Microinsurance secured care products in just 4 easy steps:

PURCHASE

Choose a SendVia care product from our range and provide basic information about yourself and your loved one.

ACCEPT

Your loved one accepts the SendVia care product through email or SMS.

NOTIFICATION

You'll receive a receipt via email, while your loved one gets the care product details via email or SMS.

PEACE OF MIND

Through the SendVia care product, your loved one is now protected by insurance from CARD Pioneer Microinsurance and can start using the Sodexo Mobile Pass.

Send Love



SendVia

Consideration content #7

Instagram post

Title or main copy for content image:

Wishing for peace of mind this Christmas?

Copy or Call to action for content image:

Order Today

Caption for post:

Beyond the presents and decorations, the true spirit of Christmas is in looking out for one another. SendVia's care products include insurance from CARD Pioneer Microinsurance, letting you prioritize the health and wellbeing of your loved ones this festive season.

Find out how to redefine support from a distance with our #linkinbio.



 SendVia

**Wishing for
peace of mind
this Christmas?**

Order Today


a sodexo company



Decision content #4

Facebook Post

Title or main copy for content image:

Give the gift of care this Christmas.

Copy or Call to action for content image:

Send Love

Caption for post:

Ensure your loved ones are protected with our special Hospital+care product, starting at just \$95/year. And, to add a festive touch, increase the Sodexo Mobile Pass amount for extra holiday cheer. Because the best gifts come with peace of mind.



**Give the gift of care
this Christmas!**

Send Love

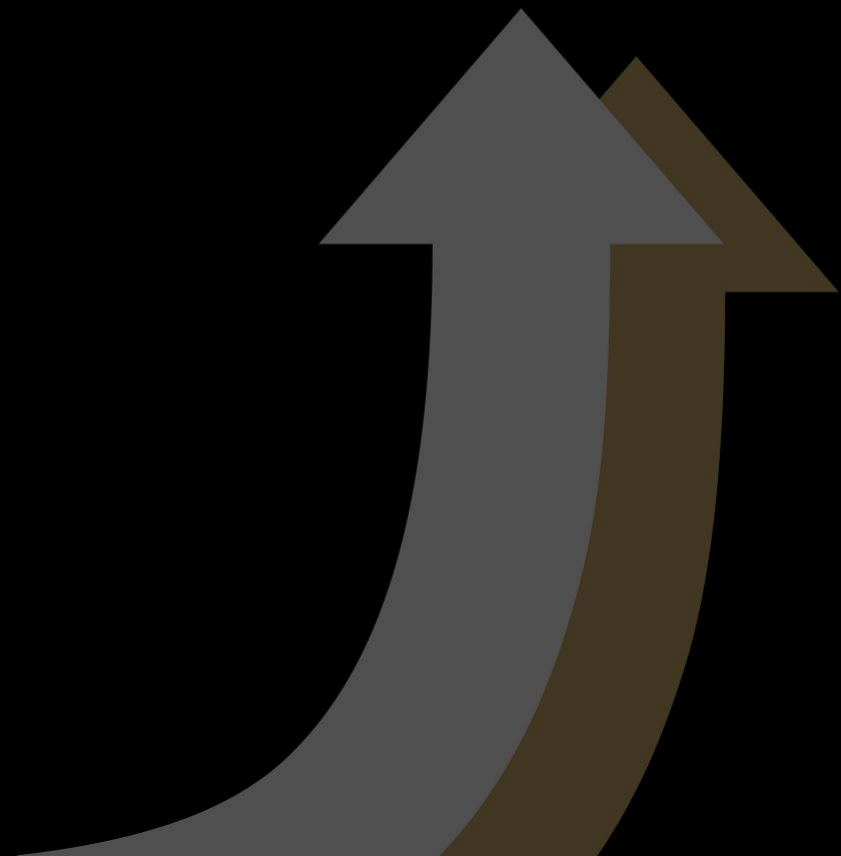
pluxee
a sodexo company

SendVia

CP
CARD PIONEER



Week 4
December



Awareness content #5

Facebook Post

Title or main copy for content image:

**Provide support in difficult times.
Even from afar.**

Copy or Call to action for content image:

Send Today

Caption for post:

When Annaliza faced the loss of her husband, CARD Pioneer Microinsurance's efficient process ensured she received her benefits within days, providing relief from the financial strain of funeral expenses. SendVia proudly collaborates with CARD Pioneer Microinsurance to offer your faraway family the support they need during challenging times.

**Provide support in difficult times.
Even from afar!**

Send Today



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a sodexo company

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CARD PIONEER

Awareness content #5

Instagram Post

Title or main copy for content image:

**Provide support in difficult times.
Even from afar.**

Copy or Call to action for content image:

Learn More

Caption for post:

When Annaliza faced the loss of her husband, CARD Pioneer Microinsurance's efficient process ensured she received her benefits within days, providing relief from the financial strain of funeral expenses. SendVia proudly collaborates with CARD Pioneer Microinsurance to offer your faraway family the support they need during challenging times.

Find out how to redefine support from a distance with our #linkinbio.

**Provide support in difficult times.
Even from afar!**

Learn More



Consideration content #7

META STORY

Title or main copy for content image:

Here's why SendVia proudly collaborates with CARD Pioneer Microinsurance to offer families the support they need during challenging times:

Diana: "The claims process was easy."

Sarah: "I received my benefit within days."

Vilma: "It's a big help in our lives."

Copy or Call to action for content image:

Order Today

Reviews

Here's why SendVia proudly collaborates with CARD Pioneer Microinsurance to offer families the support they need during challenging times:

Diana
★★★★★
"I was able to claim quickly."

Sarah
★★★★★
"I was able to receive the claim in one week."

Vilma
★★★★★
"It's a big help in our lives."

Reviews

Here's why SendVia proudly collaborates with CARD Pioneer Microinsurance to offer families the support they need during challenging times:

Diana:
"I was able to claim quickly."

Sarah:
"I was able to receive the claim in one week."

Vilma:
"It's a big help in our lives."

Consideration content #8

Facebook Post

Title or main copy for content image:

**When the unexpected happens,
your loved ones still expect your support.**

Copy or Call to action for content image:

Send Today

Caption for post:

Rebuilding after a fire is a challenging task. With SendVia's care products, providing assistance to your family becomes more manageable. Our partner, CARD Pioneer Microinsurance, ensures a swift and straightforward claims process, offering peace of mind during this tough period.



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SendVia

**When the *unexpected* happens,
your loved ones still expect your *support*.**

Send Today

Decision content #9

Facebook Post

Title or main copy for content image:

Look out for your loved ones this Festive Season.

Copy or Call to action for content image:

Send Support

Caption for post:

With year-end celebrations approaching, accidents can happen. Ensure your loved ones are protected with our special Hospital+Care Product, starting at just \$95/year. The protection plan will reimburse for hospital and surgical expenses, as well as ER accidents. And our partner, CARD Pioneer Microinsurance, makes claiming quick and easy, ensuring peace of mind for all.



Look out for your loved ones
this Festive Season.

Send Support

 SendVia

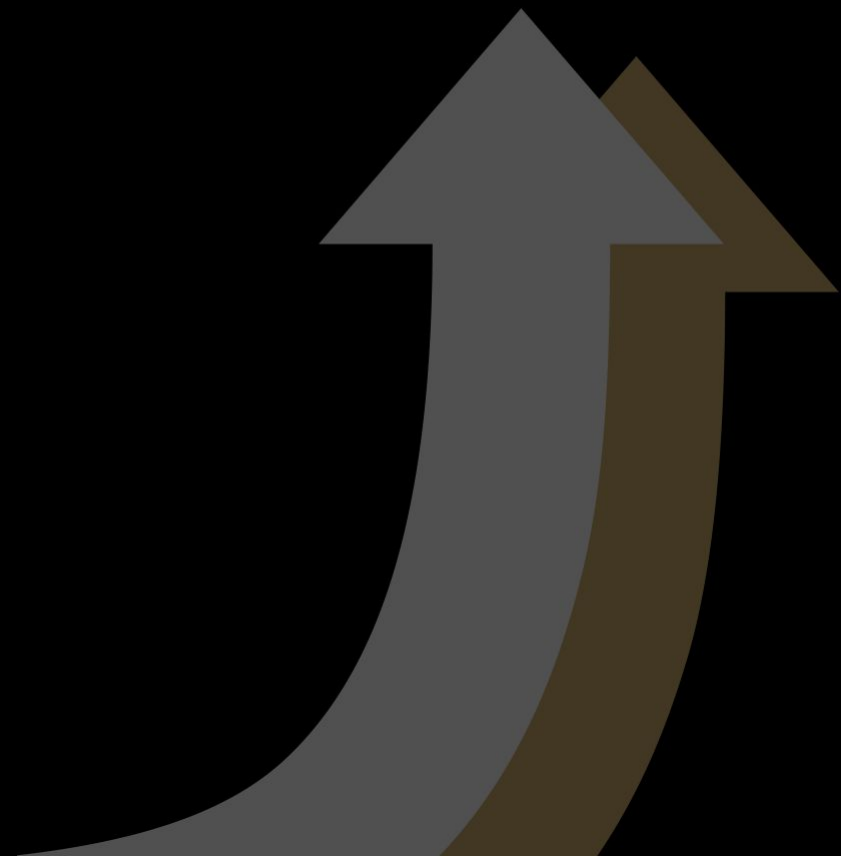

a sodexo company


CARD PIONEER



Week 5

December



Awareness content #5

Instagram Post

Title or main copy for content image:

Thank you to our trusted partners CARD Pioneer Microinsurance and Pluxee, a Sodexo company.

Copy or Call to action for content image:

Learn More

Caption for post:

As the year winds down, we want to express our gratitude to our partners, CARD Pioneer Microinsurance and Pluxee, a Sodexo company. Together, we've provided care to families in the moments that matter. Here's to a year of protection and peace of mind!

Find out how SendVia redefines support across borders with our #linkinbio.

Thank you to our trusted partners
CARD Pioneer Microinsurance and Pluxee, a Sodexo company.

pluxee
a sodexo company

CARD PIONEER

Learn More

2024

SendVia

Awareness content #6

META STORY

Title or main copy for content image:

Thank you to our trusted partners!

As the year winds down, we want to express our gratitude to our partners, CARD Pioneer Microinsurance and Pluxee, a Sodexo company.

Together, we've provided care to families in the moments that matter.

Here's to a year of protection and peace of mind!

Copy or Call to action for content image:

[Learn More](#)

Thank you to our trusted partners

As the year winds down, we want to express our gratitude to our partners, CARD Pioneer Microinsurance and Pluxee, a Sodexo company.

Together, we've provided care to families in the moments that matter.

Here's to a year of protection and peace of mind!

pluxee
a sodexo company

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SendVia

2024

Decision content #9

Facebook Post

Title or main copy for content image:

Countdown to 2024 with peace of mind!

Copy or Call to action for content image:

Send Love

Caption for post:

With our Hospital+ Care Package at \$95/year, your loved ones in the Philippines get ER accident coverage, hospital benefits, and a Sodexo Mobile Pass for wellness essentials. Plus, our trusted partner, CARD Pioneer Microinsurance, ensures a swift and straightforward claiming process, guaranteeing peace of mind for everyone involved.

 SendVia

**Countdown to 2024
with peace of mind!**

[Send Love](#)

 pluxee
a sodexo company

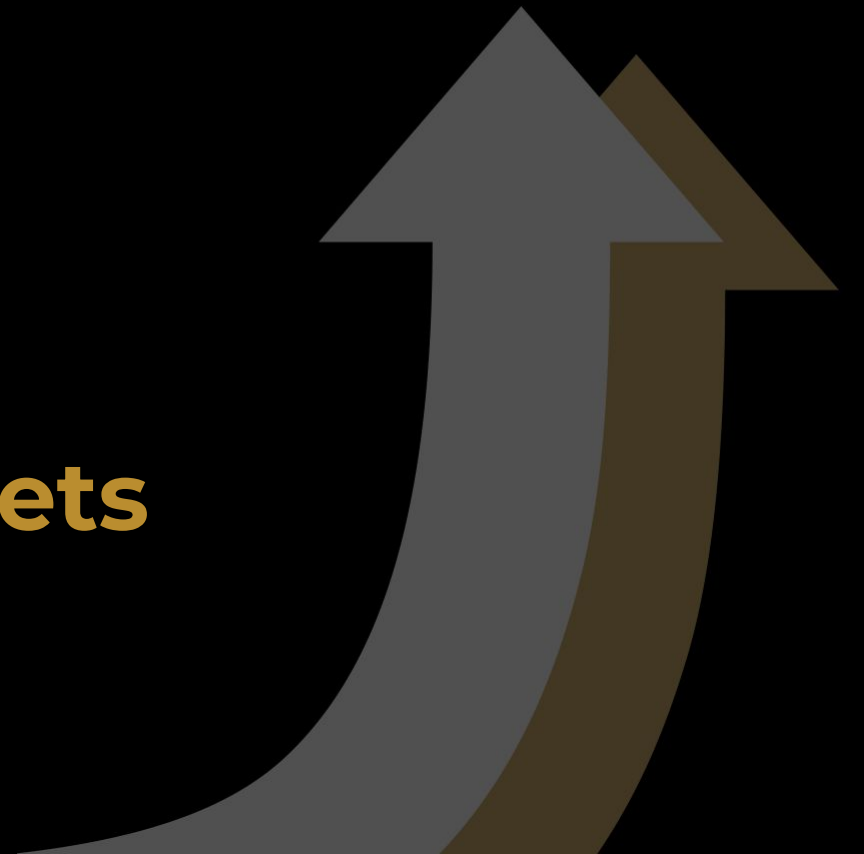
 CARD PIONEER



Calendar

December

**(open google sheets
SECOND tab)**



Organic Content

META Post and Story

Title or main copy for content image:

Copy or Call to action for content image:

Caption for post:

Examples

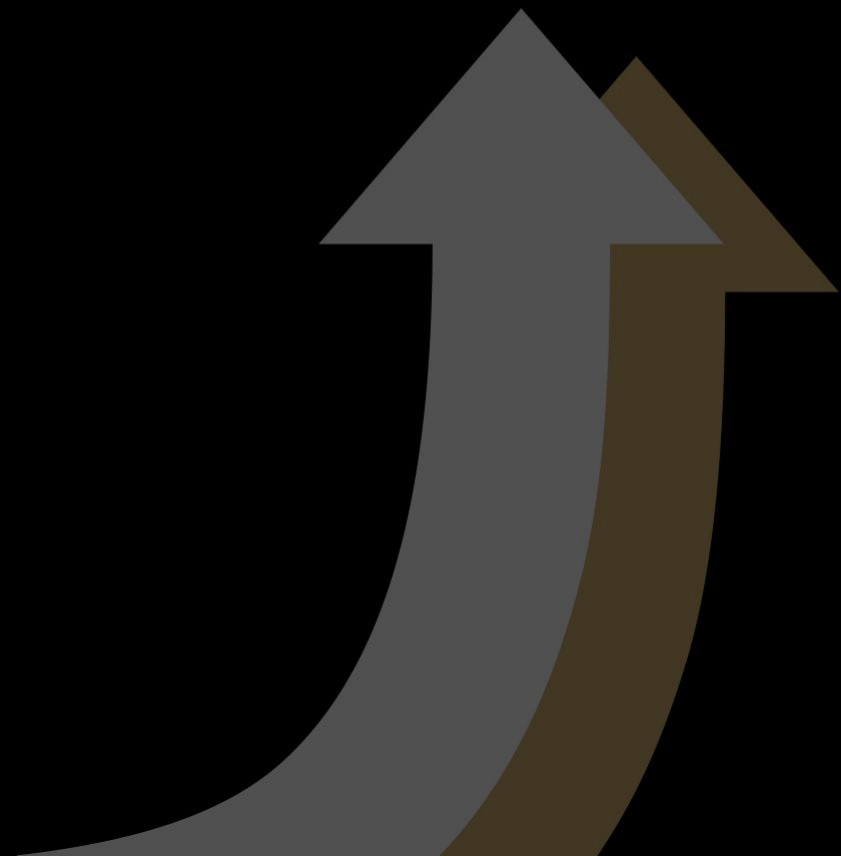
Objective

1. Brand awareness
2. Interactions

Organic content for “Three kings day”



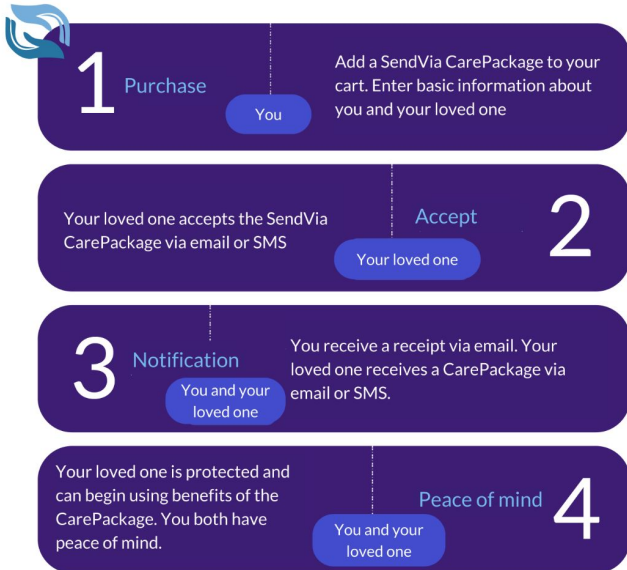
Resources For content



For Awareness, you can use “[Our Story](#)” and the “[FAQ](#)” to keep clear and show their purpose

[Website](#)

For Consideration, you can use “product info” and the “how it works” to show the solution that SendVia is



Micro Insurance Provider: [Card Pioneer MI](#)

Gift Card Provider: [Sodexo](#)

CPMI Contents



**Sa anumang hamon ng buhay,
katuwang n'yo ang CPMI.**



Mula 2013 hanggang ngayon,
mahigit **2 BILLION PESOS**
ang halaga ng claims na nabayaran ng CPMI.

#KayaNa10











In any life challenge, CPMI is your partner.

From 2013 up to now, CPMI has paid more than P2B.

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10
TAON

Tuloy-tuloy ang pagseseguro ng CPMI sa bawat Pilipino.

Year		Enrollments
2014		658,374
2015		801,918
2016		16,344,044
2017		15,942,109
2018		17,763,992
2019		17,335,666
2020		12,737,922
2021		11,301,686
2022		10,323,730
2023		7,199,212 (as of June)

CPMI continues to cover every Filipino



"Nakatulong po ang Maternity Benefit ng ER Care sa mga hospital bill noong nanganak po ako. **Mabilis ko pong nakuha yung claim.**

Isa na po ako sa nagpapatunay na totoo ang benepisyo ng insurance. **Dahil dito, meron na rin po akong Kabuklod at Sagip Plan."**

Diana Dumaguin
*ER Care Claimant
mula Carles, Iloilo*

The Maternity Benefit of ER Care helped with my hospital bills. I was able to claim quickly.

This is a testament that insurance benefit is real. Because of this, I now also have Kabuklod and Sagip Plans.

Diana Dumaguin
CPMI claimant from Carles, Iloilo

ER  **CARE**


CP
CARDPIONEER



“

Nakapagtayo na kami ulit ng bahay. Malaking tulong yung Kabuklod.

One week lang natanggap ko na. Maganda ang proseso.

**Yung na-claim naming pera pinanggawa ng bahay...
dinagdagan lang nang konti mula sa income namin.**

Nang masunugan sina Sarah Alamo ng Maragusan, Davao de Oro, naging kabalikat nila
ang KABUKLOD upang makapagsimula silang muli.



We were able to rebuild our home. Kabuklod Plan was very helpful.

I was able to receive the claim in one week. They have a good process.

We used the claim benefit to fix our house. We only needed to shell out a small amount from our income.

Sarah Alamo
CPMI claimant from
Maragusan, Davao de Oro

Kwentong **CPMI**



*“Hindi ako nahirapan mag-claim.
Wala pang dalawang linggo,
nakuha ko naman agad.*

*Sabi ko nga sa kapatid ko
na member ng CARD, kumuha na siya
ng insurance dahil hindi mo naman
alam ang mga mangyayari.
Malaking tulong ang insurance.”*

*- Rebecca Leron,
Sagip Plan Calamity Aid (Fire) Claimant*

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CARD PIONEER®
Member since 1988

10
TAON

I didn't have a hard time claiming. I got my benefit in less than two weeks.

I told my siblings who are CARD members to get insurance because you don't know what could possibly happen. Insurance is a big help.

Rebecca Leron
Sagip Plan Calamity Aid Claimant

"Matapos kaming masunugan,
nagamit po namin ang benepisyo
mula sa Kabuklod Plan para
makapagpatayo ng maliit
na bahay worth P30,000
na pwedeng matirhan.

Hindi kami nahirapan
makuha ang benefits,
hindi lalagpas ng apat na araw."

Marcelina Aleria

Sagip at Kabuklod claimant
mula sa Cagayan de Oro City



After our house burned down, I was able to use
my Kabuklod Plan benefit to build a small,
livable house worth P30,000.

We didn't have a hard time receiving the
benefits. It didn't exceed 4 days.

Marcelina Aleria

CPMI claimant from Cagayan de Oro City

"Patuloy po kami magpapa-member sa CARD dahil marami na pong benefits ang aming nakuha. Malaking tulong ito sa aming buhay."



Vilma Ladrillo

Iloilo, Sagip Plan Property Assistance claimant



"Nagustuhan ko po ang serbisyo. Mabilis lang ang proseso basta't kumpleto ang papeles, makaka-claim ka na agad."

Liezel Sebida

Oriental Mindoro
CARD Care Plus Hospitalization Benefit claimant

We will continue to be CARD members because we have received a lot of benefits. It's a big help in our lives.

Vilma Ladrillo

CPMI Property Assistance claimant

I like the service. The process is fast. As long as requirements are complete, you can claim quickly.

Liezel Sebida

CPMI claimant from Mindoro



SAGIP PLAN

“Noong nasunugan ako, bumalik po ulit kami sa umpisa. Pero sa tulong ng insurance, nakapundar kami agad para makapagtinda ako ulit. Yung kalahati ng aking benepisyo, napunta sa pampagawa ng bahay at yung kalahati, para sa negosyo.”

Lea Batol-Batol

Sagip Fire Claimant mula sa Navotas City



We had to start from scratch when our house burned down. But with the help of insurance, we were able to invest and start doing business again. Half of my benefits was used to fix our house, while the other half was spent for business.

Lea Batol-Batol

CPMI claimant from Navotas City



"Noong nasira ang aming bahay, nag-send kami ng pictures sa CPMI at nag-fill-up ng forms. Wala pang isang buwan, nakuha ko agad ang benefits ko.

Dapat gawing prayoridad ang insurance. Proteksyon ito para sa bahay at ating sarili."

Aillen Lou Parcon,
Typhoon Odette Claimant
of P2,500 worth of Sagip Plan benefits



When our house was damaged, we filled out forms and sent pictures to CPMI. We were able to claim our benefits in less than a month.

Insurance should be a priority. It's a protection for our house and ourselves.

Aillen Lou Parcon
Typhoon Odette claimant



“Dahil sa CARD Pioneer, alam kong may tutulong sa aking gastusin at makaka-survive ako matapos mawala ang asawa ko. 4 days mula noong maipasa ko ang requirements, nakuha ko ang benefits ko.”

Annaliza Hermano,
Typhoon Odette claimant
of over **P200,000** worth of Kabuklod
and Sagip Plan benefits

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Microinsurance Inc.

With CARD Pioneer, I knew I would get help for expenses and I would be able to survive after my spouse passed away. I received my benefits 4 days after I submitted the requirements.

Annaliza Hermano
Typhoon Odette claimant

CHRISTMAS TOPICS

Christmas Decorations: parol or lantern, Christmas tree, belen or nativity scene, Christmas lights

Jose Mari Chan: Filipino singer and songwriter who's dubbed as the King of Philippine Christmas Carols. One of his songs is "Christmas in Our Hearts, the biggest selling Filipino Christmas song in history.

Caroling: Filipino children go from house to house singing carols in exchange for coins and other treats.

Aguinaldo: Presents for children

Simbang Gabi or Misa de Gallo

Noche Buena: Christmas Eve celebration

Coming home for Christmas

Christmas parties and reunions with family and friends

Christmas shopping