

Brand and Marketing Guidelines

for Nationwide® Agents

January 2017



Nationwide®
is on your side

Table of Contents

- 3** Introduction
- 5** Nationwide's Brand Identity
- 6** Branded Marketing Materials
- 7** Event Branded Merchandise
- 8** Nationwide Co-op Program
- 9** Agent Photography Guidelines
- 10** Retail Merchandising
- 12** Digital Marketing
- 13** General Inquiries
- 14** Contacts



Introduction

One Brand. One Vision. One Voice.

We're all in this together, and we're proud to have you as a part of the Nationwide® family. We're committed to offering tools and resources that may help your business grow. In return, we're counting on your commitment to protect the Nationwide brand.

The information included in this handbook allows you to use the power of our enduring brand to build your local presence.

The importance of brand integrity

With so many agents around the country, a consistent, unified message keeps us connected, strengthens our brand and most importantly, maximizes your business.

We created these guidelines so that you have the marketing support you need to ensure that you're staying up-to-date on the latest campaigns, logo changes and other marketing-related topics. It's your guide for all things marketing and where you should go first with any questions. Please keep in mind, the guidelines will be updated on a regular basis, so be sure to check back often for the latest version.

Access to marketing materials is dependent on your contractual relationship with Nationwide. Only independent agents who have signed the Trademark License Agreement or otherwise have a license to use the Nationwide trademarks are permitted to use the Nationwide brand.



Introduction

Additional information about your specific requirements

Please refer to the Nationwide Trademark License Agreement, agency agreement, or other applicable document for additional specific requirements regarding marketing and branding.

Failure to abide by these Brand and Marketing Guidelines may subject you to disciplinary action, up to and including contract cancellation.

Nationwide cannot and does not guarantee that using the information contained herein will result in achieving your desired business objectives. Nationwide reserves the right to modify, amend, or change these guidelines at any time at its sole discretion.

Agents who are registered representatives of Nationwide Securities, LLC should refer to the NSLLC Registered Representative Manual for additional restrictions regarding the sale and advertising of financial products.

NOTE: We are excited to be in the midst of a multi-year process to consolidate all of these offerings under one brand - Nationwide. During this transition period, access to certain products, marketing materials and systems may be limited. As the agency evolution continues, it's important to protect the Nationwide brand and its use in the market appropriately. Understandably, this is a change from past brand governance of legacy brands such as Allied, Harleysville, Nationwide Agribusiness, Nationwide Private Client, Crestbrook and others. The unauthorized use of the brand outside of the agreed upon terms can negatively impact the effectiveness of the brand spend and make it vulnerable to use by competitors.

Nationwide's Brand Identity

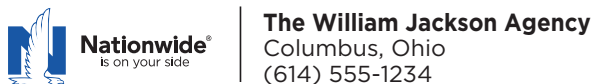
Consistently using the Nationwide® brand will help both your agency and Nationwide build more trust and credibility among consumers. Nationwide's marks are one of the most critical elements in creating a strong brand. Nationwide marks include Nationwide, the Nationwide N and Eagle logo, On Your Side®, and "lockups" that combine these elements in pre-approved ways.

To ensure we protect the integrity of the brand, only branded tactics available on Marketing Central (available through the Nationwide portal) may be used to market the Nationwide brand.

Approved lockups for community ad space:

The following logo lockups are approved for use by all agents. These logo lockups can be found on Marketing Central and can be used in a limited capacity to:

- 1 Advertise your agency in the outfield in a stadium, playing field or court.
- 2 On a t-shirt for a race/team that your agency may be sponsoring.



Nationwide owns the rights to these important assets. You must support Nationwide's significant investment of resources to develop and protect the Nationwide brand, trademarks, insurance and financial products.

Other Trademark Considerations

Since brand consistency is so important, there are certain marks that you're not authorized to use.

- 1 Do not use any other Nationwide-owned marks, unless used in marketing materials created by Nationwide Marketing and provided to you and/or accessed via marketing portals.
- 2 Do not use the Nationwide marks in any materials you create on your own, including, but not limited to, video, television, print, internet advertising and outdoor advertising or in mobile applications.
- 3 Do not promote other legacy brands through web, television or radio.



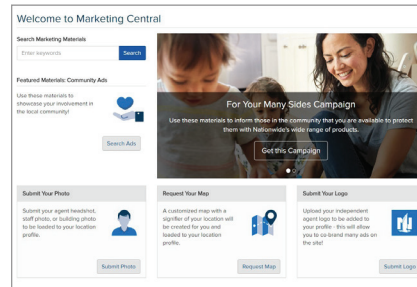
Branded Marketing Materials

Marketing materials can be an inexpensive, efficient way to promote your agency. Designed to complement Nationwide's advertising campaigns and developed by Nationwide Marketing, they're a brand-right way to target prospective members. The marketing materials and information regarding eligibility, limitations and restrictions for agents can be accessed on Marketing Central, available through your Nationwide agent portal.

Please note, agents may not create their own advertising using Nationwide marks or discussing Nationwide products.

As an independent agent, you are an independent contractor of Nationwide. This means that Nationwide corporate legal counsel cannot give you advice on any advertisement or promotion. You must obtain legal advice from your agency's attorney, and all legal risk is to your agency, not Nationwide. If you wish to run a promotion when giving a gift of any kind to a customer or potential customer — such as for getting a quote or making a referral — consider getting written permission from your state department of insurance to make sure the promotion does not violate any rebating or inducement regulations.

Nationwide Marketing Central

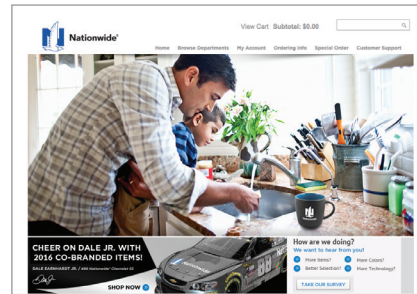


**Access Marketing Central
through your Agent Portal**

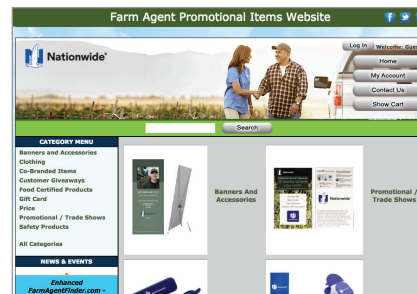
Event Branded Merchandise

Distributing branded merchandise during community and sporting events is a great way to create a lasting impression with members. For more information, please visit the portals to the right (available through Marketing Central and agent portals.)

Merchandise Portals



nationwide.merchandiseshop.com
FOR ALL AGENTS



nwagear.com
FOR INDEPENDENT AGENTS APPOINTED TO WRITE NWAG FARM INSURANCE

Support for eligible agents

Nationwide Co-op is a shared marketing reimbursement program available to eligible independent agents and AIDCO agents.

Co-op is an annual program that:

Provides reimbursement for qualifying marketing tactics and materials

Extends and leverages the Nationwide brand to help enhance local agency awareness

Provides growth resources to drive P&C sales productivity in local agencies

Provides programs that improve the member experience and expand relationships per household

Tactics included in the co-op program are strategically aligned with Nationwide's business goals, are brand compliant and measurable. Co-op provides a set allowance of annual matching funds and will reimburse you 50% on approved tactics.

Co-op will reimburse you

50%

on approved tactics

NOTE: As a participant of co-op, it is your responsibility to check eligibility, requirements and approved vendors prior to your activity. To learn more, visit **Marketing Central to review the Co-op Guidelines.**

Putting a face to the (brand) name

Professionally shot portrait photos used in marketing materials are key to presenting a professional persona to potential members.

Nationwide has a relationship with professional photography services **Lifetouch Portraits** at Target and JCPenney stores specifically for your photo needs.

Tips for agent photos

Use a head-and-shoulders shot; avoid full body photos.

Wear dark-colored clothing that isn't too casual, revealing or logo-specific.

Use a professional, one-color background.

Use color photos, not black and white.

Photos for Marketing Central must have a minimum 300 dpi image resolution.

For more information on requirements for agent photos, please visit **Marketing Central**.

What's in a sign?

Your office exterior says a lot about you. It's one way to show your ties to an established brand and it can create a strong local presence.

Not only does exterior signage promote the Nationwide brand, but it allows customers to find you even more easily when they're looking for solutions. And a strong brand identity helps drive business.

Co-branded signage: approved options for agents



100% Nationwide



Co-branded option



This design may be translated into various applications depending on the type of signage existing and/or allowed at your agency location. The proportion of the sign devoted to the Nationwide brand compared to your agency name will depend on the size and shape of the sign.

Things to consider when ordering signs:

Signs are available to Independent AIDCO agents who have signed the Nationwide Trademark License Agreement.

All signs must be ordered through Nationwide's national accounts vendor.

Brand Standards require at least 50% Nationwide branding.

Any agency name may be displayed on the sign, and it is your responsibility to ensure your agency name meets all local, state, federal and Department of Insurance guidelines.

Signs may only include the Nationwide lockup and agency name, and may not include other information such as phone numbers, addresses, websites or products sold unless these are currently part of your agency brand/mark.

Want to get started or have questions?

AIDCO agents:
iamkting@nationwide.com

Digital Marketing

Digital Marketing encompasses a wide array of online marketing, advertising and measurement strategies and tactics. It's a targeted, cost-efficient way for agents to advertise to Nationwide prospects and customers and track results.

As a Nationwide agent, you are responsible for managing your own agency, which includes ensuring that your use of Digital Marketing complies with any applicable terms of service, your agreement with Nationwide, Nationwide policies and guidelines, and federal, state and local laws and regulations. Nationwide does not guarantee the legal and/or regulatory compliance of any Digital Marketing.

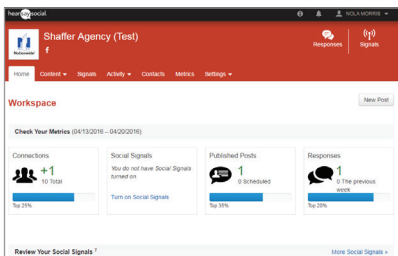
Online marketing, advertising and measurement strategy tools



agentdigitalmarketingsolution.com

ALL AGENTS

A digital solution for agents, **The Shipyard** offers website development and management capabilities as well as personal consultation for agents' online marketing strategy.



Agent social media program featuring Hearsay Social

ALL AGENTS

The agent social media program featuring **Hearsay Social** gives agents access to our unique content library to leverage for their own business' social media channels. It also helps them connect with fans and followers, identify sales opportunities and deepen relationships through social media.

Digital Marketing includes all:

Agent-created websites

Paid online advertising

Agent emails

Agent social media

Want to get started or have questions?

Independent agents:

aisocial@nationwide.com

Nationwide-branded Digital Marketing: Do's and Don'ts:

DO:

Advertise your agency.

Advertise lines of insurance offered by Nationwide in accordance with the terms of your Nationwide agent agreement.

Promote appropriate personal interests, community involvement and charitable services on social media channels.

Collect contact information such as name, address, email, and phone number. Customers must be informed of the intended marketing use of the information via a link to the agent's privacy policy or the use of the following disclaimer: "Your information may be shared for marketing and sales purposes by the Nationwide family of companies."

"Share," "retweet" or provide similar links to photographs, video and other content hosted on Nationwide's official social media channels or other official Nationwide sites.

DON'T:

Do not respond to customer inquiries or complaints about Nationwide or its products over social or digital media.

Do not use offensive, derogatory or defamatory comments, including, but not limited to, profanity, sexually explicit or suggestive content, content that is violent or derogatory to any ethnic, racial, gender, religious, professional, or age group, or other inappropriate content, and may not depict Nationwide unfavorably.

Do not discuss financial products and services except fixed life insurance.

Do not display, promote or otherwise make use of Nationwide-related or customer information after contract cancellation.

Do not link to or display nudity, obscene content, gambling-related content, pharmaceutical-related content, illegal software, viruses or any other content inappropriate or inconsistent with Nationwide's values.

Do not use commercial photos or videos without first obtaining permission from both the photographer/copyright owner and all individuals.

Do not copy such content and host it on your own site or another.

Do not link to Nationwide content that is located outside of Nationwide's official channels (for example, Nationwide TV commercials hosted on YouTube by people other than Nationwide).

Do not use the Nationwide name or its trademarks, or any variation thereof, in any domain name, account name, meta tag or email address for agent-created websites (e.g. nationwideohio.com; nationwidesmith.com).

Do not write your own copy about Nationwide product details; refer to nationwide.com for most current wording.

Do not describe Nationwide products in any digital tactics.

For online endorsements and additional restrictions regarding linking for NSLLC registered agents, please refer to the NSLLC Registered Representative Manual for additional restrictions regarding endorsements and testimonials for NSLLC-registered agents.

All Internet Sites MUST disclose the state(s) in which the agent is licensed to write. Such disclosure must be on the home page and on the home, profile, or other "first stop" page on any social media outlet.

General Inquiries

Having an open dialogue with customers is important, but when doing so you're not just representing yourself, you're representing the Nationwide brand.

If you receive media inquiries on any issues regarding Nationwide or its affiliates, immediately contact **614-249-6349**.

If you receive inquiries or complaints from customers via the Internet,* keep the following in mind:

You may respond to inquiries about the agency (i.e., hours of operation, location, etc.) through the social media site.

If you do not have an email address for the person asking the question, you may request the consumer's contact information (if allowed by the site's terms of service and the consumer's established preference settings on the social media site).

You may not use the email or private communication tools that are available on social networking sites (e.g., "Messages" on Facebook).

If a complaint is posted in a public forum, it is appropriate to make a brief, non-substantive acknowledgment in the same forum, offering your contact information. For example, "Please contact me directly to discuss your concerns at (insert your email and phone number here)."

* Includes all agency created websites (i.e., non-Nationwide supported websites) and all agent use of social media.

Contacts

Your Regional Marketing Leader is your first stop in helping you understand all of Nationwide's marketing programs and options. Contact information for each leader is provided here:

Central Atlantic

(DE, KY, MD, OH, TN, VA, WV, DC)

caromktg@nationwide.com

Midwest

(IA, IL, IN, KS, MI, MN, MO, ND, NE, SD, WI)

mwromktg@nationwide.com

Northeastern

(CT, MA, ME, NH, NJ, NY, PA, RI, VT)

neromktg@nationwide.com

Southeastern

(AL, AR, FL, GA, MS, NC, SC)

sromktg@nationwide.com

Southwestern

(AZ, CO, MT, NM, OK, TX, UT, WY)

swromktg@nationwide.com

Western

(CA, ID, NV, OR, WA)

wromktg@nationwide.com

Access all Marketing at Nationwide Marketing Central, available through the agent portals

Merchandise

nationwide.merchandiseshop.com

nwagear.com

Retail Merchandising

iamkting@nationwide.com

Digital Programs

agentdigitalmarketingsolution.com

aisocial@nationwide.com
