

SERFF Tracking Number: GEFA-126408151 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 44255
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP DRTV Commercials/49717

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: GEFA-126408151 State: Arkansas

SERFF Status: Closed-Filed

Co Tr Num:

Author: Andy Zimmerman

Date Submitted: 12/04/2009

State Tr Num: 44255

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Date: 12/09/2009

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: AARP DRTV Commercials

Project Number: 49717

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 12/09/2009

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 12/09/2009

Created By: Andy Zimmerman

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andy Zimmerman

Filing Description:

These television commercials will be aired on a National basis to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR filed and approved on April 11, 2003 by your Department, our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department as well as our group long term care product under policy form series 7046POL and 7046CERT et al. This form series was approved by the Arkansas Department of Insurance on September 13, 2005.

We are providing the storyboards and script for your review.

This advertising material is new and does not replace any advertisements filed by Genworth Life Insurance Company.

Company and Contact

SERFF Tracking Number: *GEFA-126408151* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *44255*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *AARP DRTV Commercials/49717*

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street 804-484-3949 [Phone]
 Long Term Care 804-281-6334 [FAX]
 Bldg. #4, 2nd Floor
 Richmond, VA 23230-1700

Filing Company Information

Genworth Life Insurance Company	CoCode: 70025	State of Domicile: Delaware
6610 W Broad Street	Group Code: 350	Company Type: LifeHealth & Annuity
Richmond, VA 23230	Group Name:	State ID Number:
(804) 281-6600 ext. [Phone]	FEIN Number: 91-6027719	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: AR Filing Fee=\$25 per advertisement. We are submitting two advertisements=\$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$50.00	12/04/2009	32481443

SERFF Tracking Number: GEFA-126408151 State: Arkansas
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TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	12/09/2009	12/09/2009

SERFF Tracking Number: *GEFA-126408151* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *44255*
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TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *AARP DRTV Commercials/49717*

Disposition

Disposition Date: 12/09/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *GEFA-126408151* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *44255*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *AARP DRTV Commercials/49717*

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	AR Cover Letter		Yes
Form	AARP DRTV Commercial-120		Yes
Form	AARP DRTV Commercial-60		Yes

SERFF Tracking Number: GEFA-126408151 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 44255
 Company Tracking Number:
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: Long Term Care Insurance
 Project Name/Number: AARP DRTV Commercials/49717

Form Schedule

Lead Form Number: 49717A 11/17/09

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	49717A 11/17/09	Advertising	AARP DRTV Commercial-120	Initial		0.000	49717A 111709.pdf
	49717B 11/17/09	Advertising	AARP DRTV Commercial-60	Initial		0.000	49717B 111709.pdf

1



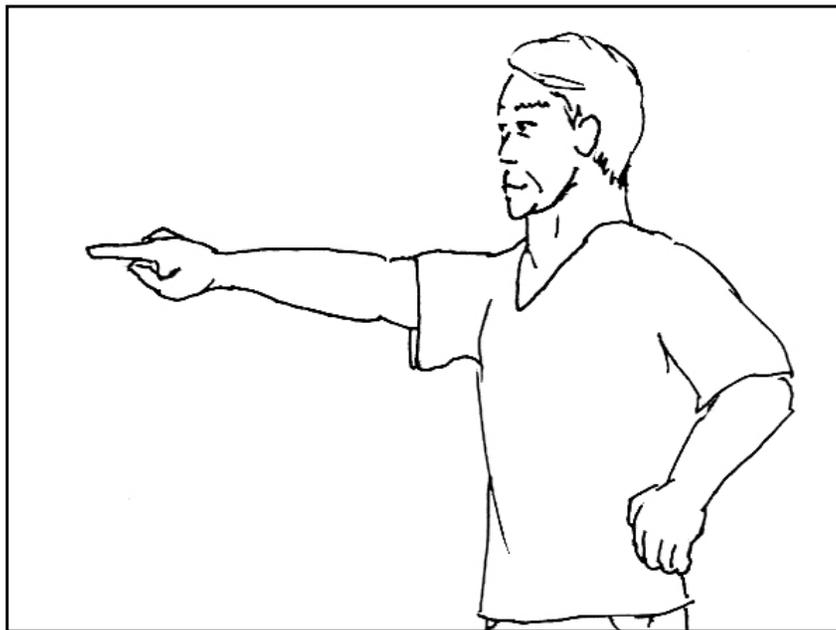
Open on Woman 1 outdoors looking at something past her thumb.



WOMAN 1 (VO): My house wants me to live here for a long time.

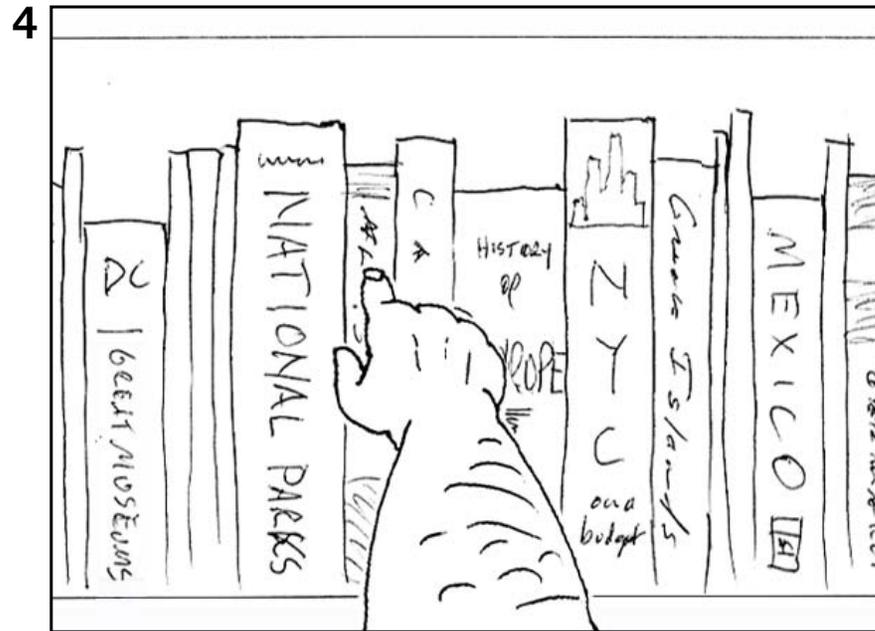
Cut to reverse view, showing her sizing up her house.

3



MAN 1 (VO): My retirement savings...

Cut to side view of Man 1 indoors pointing at something.



MAN 1 (VO): ...have places to go.

Cut to row of books he was observing. He grabs one on national parks.

5



AVO: Plans...dreams...they're important to you.

Cut to Woman 2 outdoors using her hands to frame something.

6



WOMAN 2 (VO): Our girls should focus on their future,

Cut to reverse view, showing young Daughter in a graduation gown in yard.



WOMAN 2 (VO): not ours.

Cut to Woman 2 taking picture while Man 2 watches.

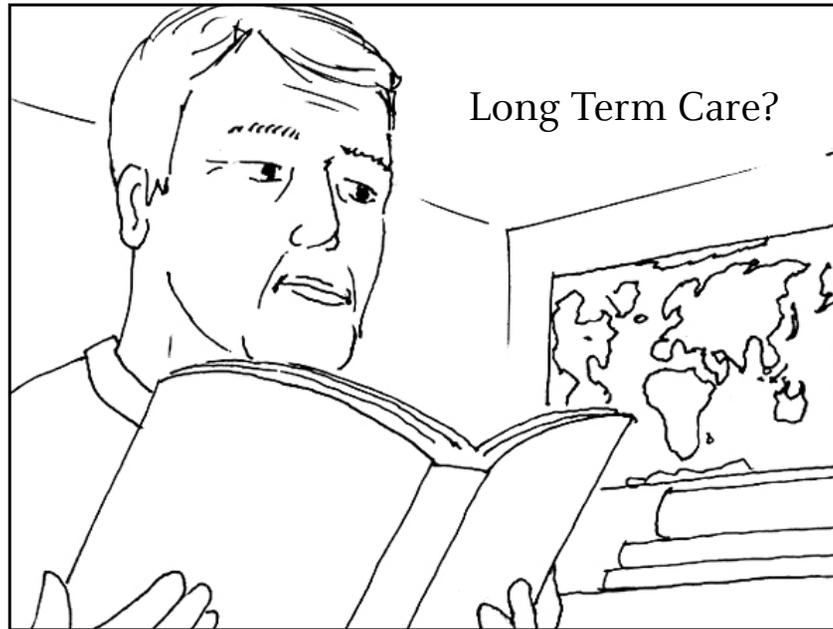
8



AVO: But you can't overlook the possibility that
down the road, if you needed...

Cut to Woman 1 preparing easel for painting.

9



AVO: ...some kind of long-term care, everything you've planned for could be at risk.

*Cut to Man 1 reading books about his destinations.
LTC super appears.*

10



WOMAN 1: So I got long-term care insurance.

Cut to Woman 1 speaking in blue sky environment.

11



AVO: Help protect your plans with AARP Long Term Care Insurance from Genworth Financial.

Fade to a sunshine blue sky view. Logo and graphic bar appear.

12



AVO: It can help cover the high costs of long-term care, like assisted living or in-home care.

Cut to Man & Woman 2 looking through paperwork with Daughter in background. Logo, phone # and URL appear.

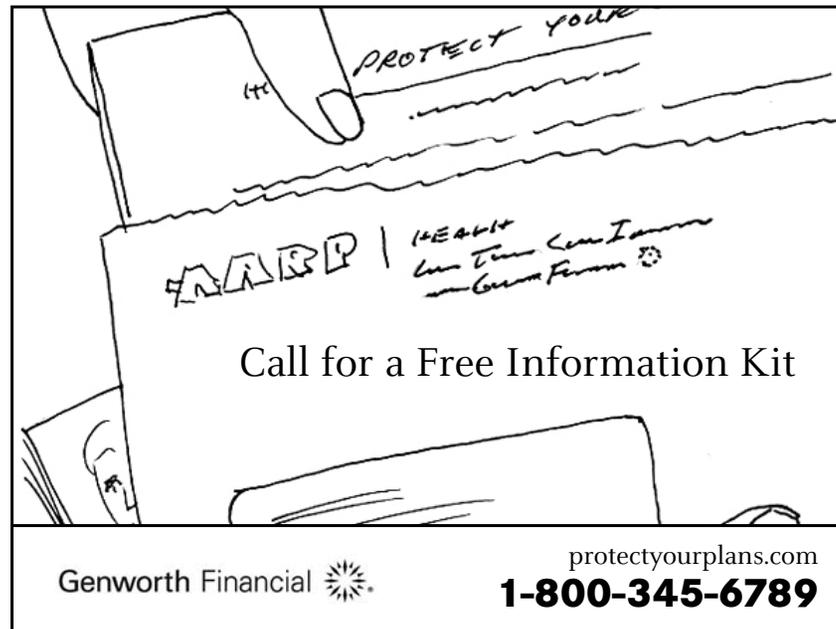
13



WOMAN 2: It's a choice we made for each other and our kids.

Cut to Man & Woman 2 speaking in blue sky environment.

14



AVO: Call now to get your free information kit.

Cut to table top view of information kit with super.

15



AARP Long term Care Insurance
from Genworth Financial

protectyourplans.com
1-800-345-6789

AVO: The average annual cost of care...

Cut to side view of Man 1 researching LTC on a laptop.

16



Over \$100,000 per year

Genworth 2009 Cost of Care Survey
conducted by CareScout®, April 2009

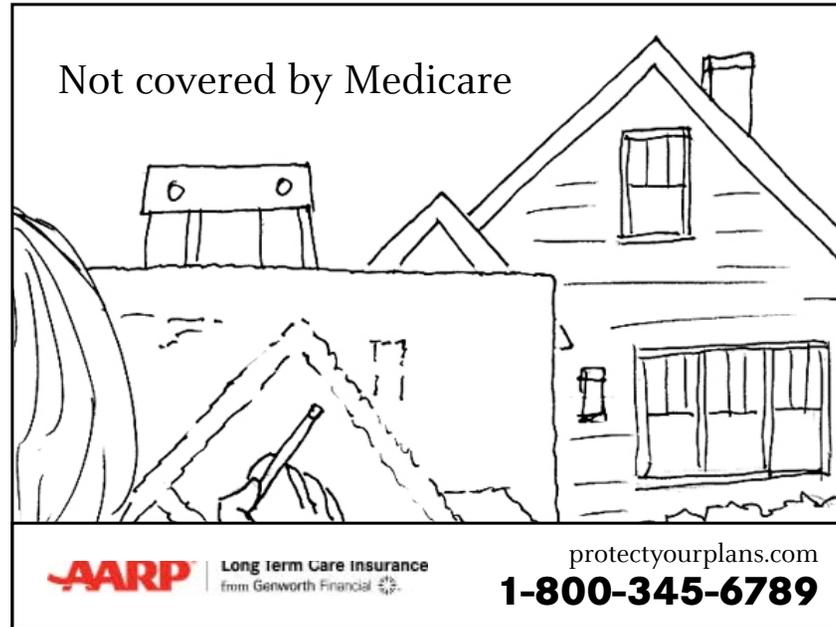
AARP Long Term Care Insurance
from Genworth Financial

protectyourplans.com
1-800-345-6789

AVO: ... in some areas of the country could be well over a hundred thousand dollars a year.

Cut to side view of Woman 1 painting with supers.

17



AVO: And, generally, it's not covered by health insurance or Medicare.

Cut to rear view of Woman. We see she is working on a painting of her house. Super appears.

18



AVO: AARP endorsed Long Term Care Insurance can help protect your assets, your family, the things you've worked hard to build.

Cut to Man & Woman 2 sitting with Daughter in kitchen. Old family photos are in the foreground.

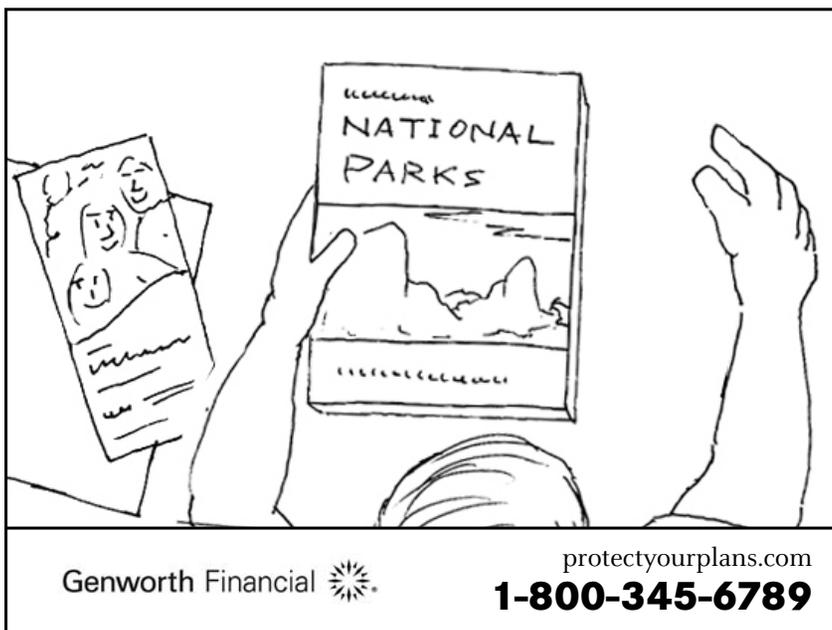
19



AVO: Choose from a range of affordable plans; including plans with nursing facility and in-home care coverage.

Cut to Woman 1 admiring her painting.

20

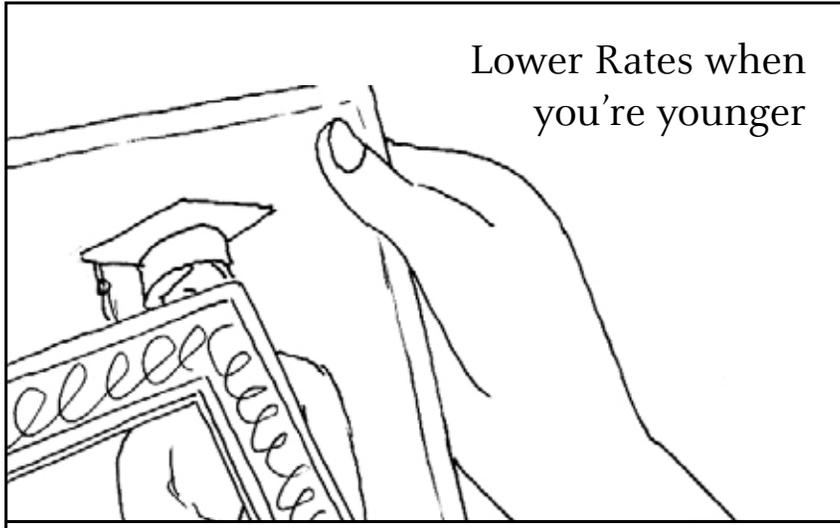


AVO: Your information kit will show you your options. *(ALT: An agent can even sit down with you and answer any questions.)*

Cut to overhead view of Man 1 closing book. The information kit is nearby.

21

Lower Rates when
you're younger



A line drawing illustration showing a hand placing a photograph of a graduate in a cap and gown into a picture frame. The photo has the name 'Alice' written on it in cursive. The frame is partially filled with other photos.

AARP Long Term Care Insurance
from Genworth Financial

protectyourplans.com
1-800-345-6789

AVO: And typically, the younger and healthier you are when you apply, the lower your rates will be.

Cut to Woman 2 placing daughter's grad photo into a picture frame.

22

AARP Long Term Care Insurance from Genworth Financial

Genworth Financial has over 35 years of Experience

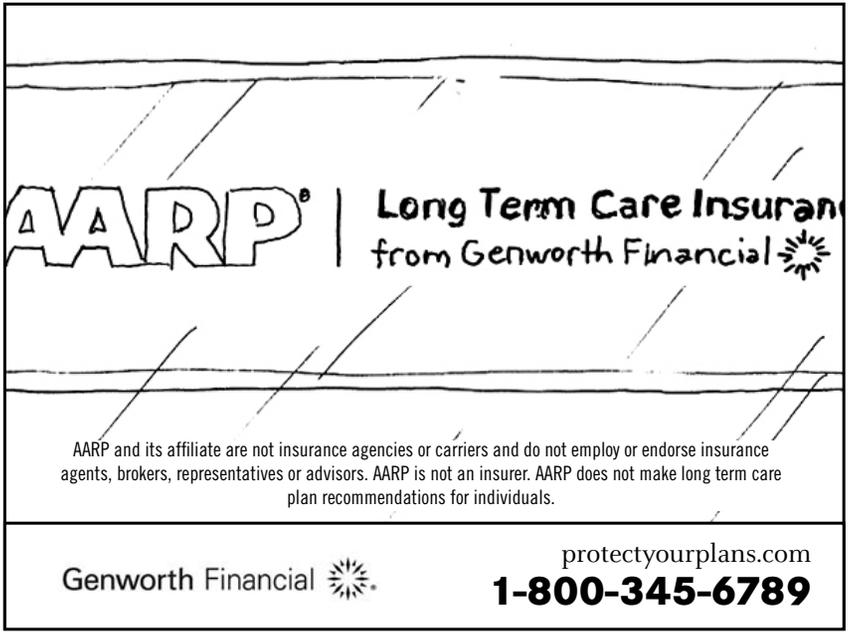
LifePlans 2008 Long Term Care Individual and Group Associate Top Writers Survey Results. Based on the number of individual policies sold in 2008 and individual policies in force as of 12/31/08. In New York, Genworth Life Insurance Company of New York.

Genworth Financial  protectyourplans.com
1-800-345-6789

AVO: These plans are offered by Genworth Life Insurance Company, a leader in long-term care insurance for over 35 years.

Pan down from blue sky to translucent Genworth box in a suburban park-like environment. Super appears.

23



AVO: And they're endorsed by AARP.

CU view reveals details of logo on the box and legal.

24



Call for a Free Information Kit

You are strongly encouraged to evaluate your needs before choosing a long term care insurance plan.

Genworth Financial  protectyourplans.com
1-800-345-6789

AVO: Call for your free information kit to get started. (ALT: Call for free information or to set up a meeting with a long term care insurance agent.)

Cut to white background. Three images of the 'plans' the characters want to protect and the info kit appear with super.

25



AVO: You don't have to be an AARP member to call. Long-term care is just one of those things many of us may have to face.

Wide view of characters walking with their plans toward neighborhood park.

26



AVO: If you have dreams, and we all do,
Cut to characters placing plans into the box.

27



AVO: now is the time to protect them.

Cut to close up view of plans inside box. We see a reflection of Woman 2 on the glass.

28



MAN 1: I can enjoy today because tomorrow has a plan.

Cut to Man 1 speaking near the box.

29



AVO: Call now or go online for free information about AARP endorsed Long Term Care Insurance...

(ALT: Call now for free information or to set up a meeting with an agent...)

Cut to medium view of plans protected inside box with people and neighborhood in background.

30

Call Now or Go Online for Free Information

AARP Long Term Care Insurance is underwritten by Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York, Administrative Offices, Richmond, Virginia. Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form series 7046POL and 7046 CERT-DC, Group Policy Number M00001 issued to Trustees of the AARP Insurance Plan using policy form series 7050, or under individual policies 7044 (7044WA), 7044 Rev (7044FL Rev, 7044ID Rev, 7044NC Rev, 7044NJ Rev, 7044OK Rev, 7044PA Rev, 7044TX Rev, 7044WA Rev) and 7048 (7048ID, 7048NJ, 7048WA). Policy form number may be followed by the state's two letter abbreviation. Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent. You may request a licensed insurance agent to contact you regarding this solicitation of insurance. Genworth Life Insurance Company and Genworth Life Insurance Company of New York are Genworth Financial companies.

49717A 11/17/09

Genworth Financial 

protectyourplans.com

1-800-345-6789

AVO: ...underwritten by Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York.

ALT SUPER: Call to Schedule an Appointment

Cut to blue sky with final legal supers.

1



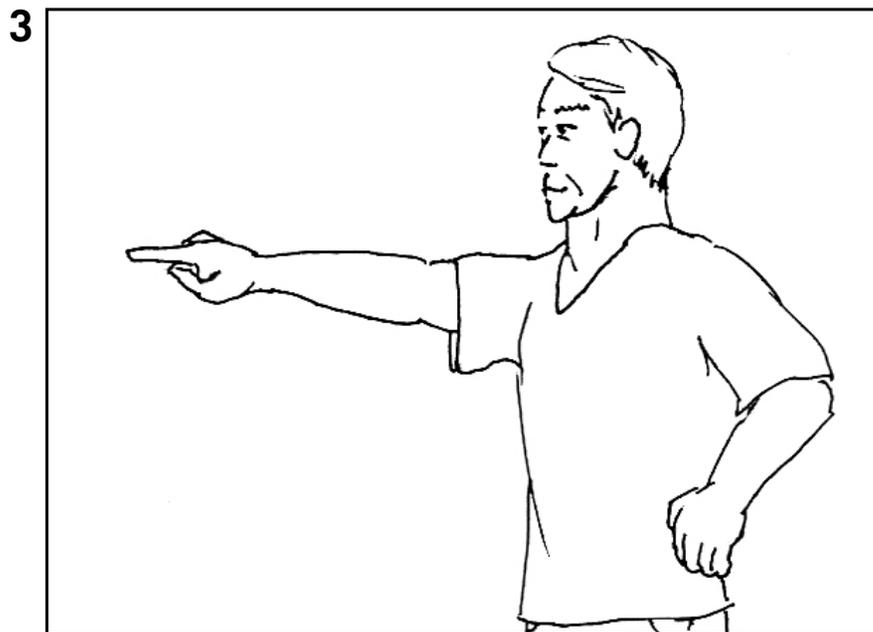
Open on Woman 1 outdoors looking at something past her thumb.

2



WOMAN 1 (VO): My house wants me to live here for a long time.

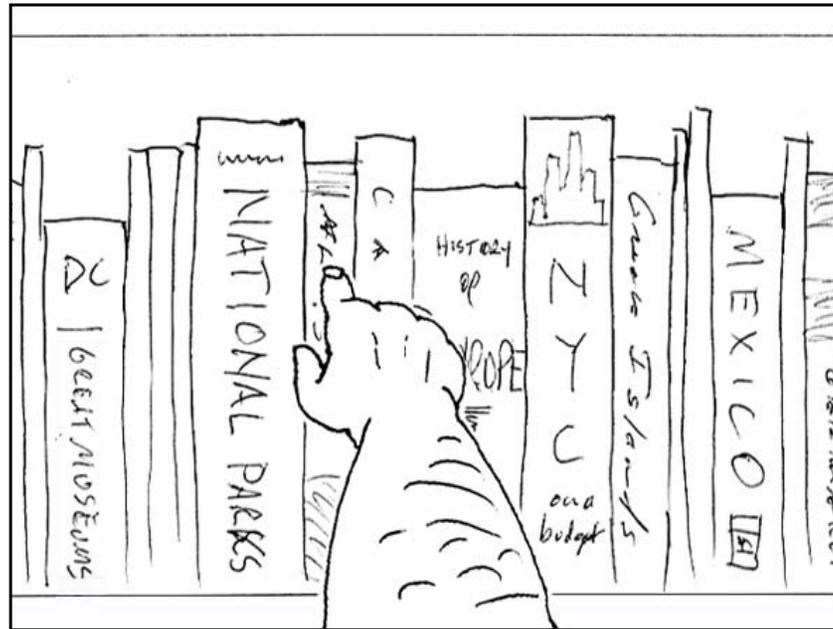
Cut to reverse view, showing her sizing up her house.



MAN 1 (VO): My retirement savings...

Cut to side view of Man 1 indoors pointing at something.

4



MAN 1 (VO): ...have places to go.

Cut to row of books he was observing. He grabs one on national parks.

5



AVO: Plans...dreams...they're important to you.

Cut to Woman 2 outdoors using her hands to frame something.

6



AVO: But you can't overlook the possibility that, if you ever needed...

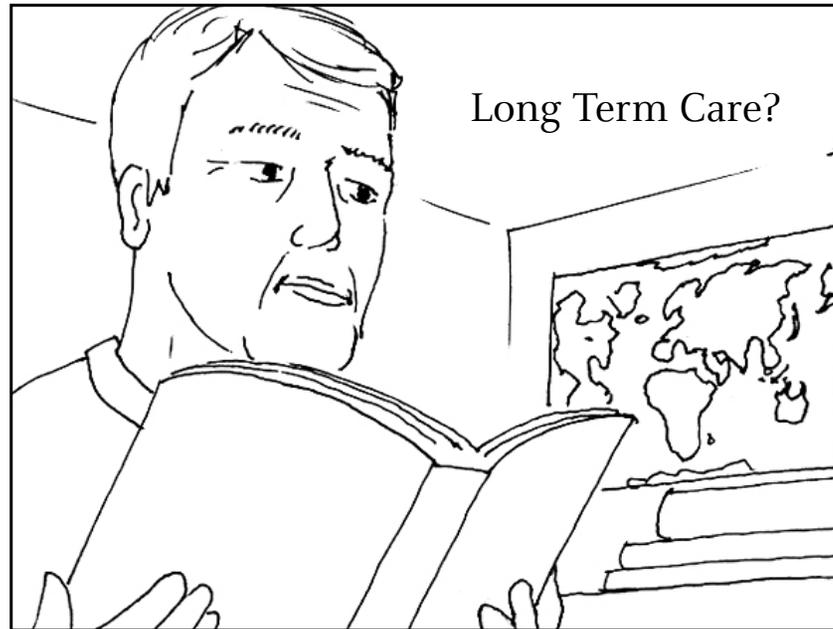
Cut to reverse view, showing young Daughter in a graduation gown in yard.



AVO: ...some kind of long-term care,

Cut to Woman 2 taking picture while Man 2 watches.

8



AVO: everything you've planned for could be at risk.

*Cut to Man 1 reading books about his destinations.
LTC super appears.*



AVO: Help protect your plans with AARP
Long Term Care Insurance from
Genworth Financial.

*Fade to a sunshine blue sky view. Logo and graphic
bar appear.*

10

PROTECT YOUR PLANS

Call for a Free Information Kit

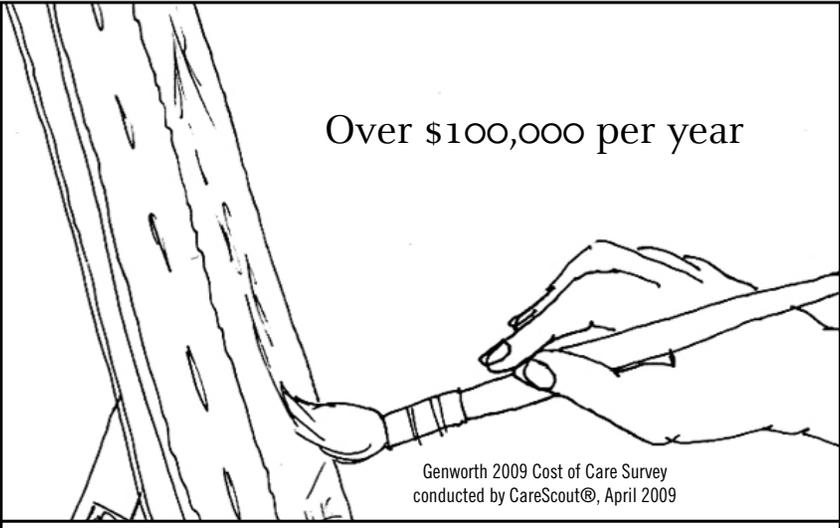
AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors. AARP is not an insurer. AARP does not make long term care plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a long term care insurance plan.

Genworth Financial  protectyourplans.com
1-800-345-6789

AVO: Call now to get your free information kit.

Cut to table top view of information kit with super.

11



Over \$100,000 per year

Genworth 2009 Cost of Care Survey
conducted by CareScout®, April 2009

AARP Long term Care Insurance
from Genworth Financial

protectyourplans.com
1-800-345-6789

AVO: As the average cost of care in some areas climbs past 100,000 dollars a year,

Cut to side view of Woman 1 painting with super.

12



AVO: this insurance can help protect...

Cut to rear view of Woman. We see she is working on a painting of her house. Super appears.

13



AVO: the things you've worked hard to build.

Cut to Man & Woman 2 sitting with Daughter in kitchen. Old family photos are in the foreground.

14



AVO: With a range of affordable plans; including important coverage for in-home care.

Wide view of characters walking with their plans toward neighborhood park.

15



AVO: If you have dreams,
Cut to characters placing plans into the box.

16



AVO: now is the time to protect them.

Cut to close up view of plans inside box. We see a reflection of Woman 2 on the glass.

17



MAN 1: I can enjoy today because tomorrow has a plan.

Cut to Man 1 speaking near the box.

18



Genworth Financial 

protectyourplans.com

1-800-345-6789

AVO: Call now or go online for free information about AARP endorsed Long Term Care Insurance...

(ALT: Call now for free information or to set up a meeting with an agent about...)

Cut to medium view of plans protected inside box with people and neighborhood in background.

19

Call Now or Go Online for Free Information

AARP Long Term Care Insurance is underwritten by Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York, Administrative Offices, Richmond, Virginia. Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form series 7046POL and 7046 CERT-DC, Group Policy Number M00001 issued to Trustees of the AARP Insurance Plan using policy form series 7050, or under individual policies 7044 (7044WA), 7044 Rev (7044FL Rev, 7044ID Rev, 7044NC Rev, 7044NJ Rev, 7044OK Rev, 7044PA Rev, 7044TX Rev, 7044WA Rev) and 7048 (7048ID, 7048NJ, 7048WA). Policy form number may be followed by the state's two letter abbreviation. Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent. You may request a licensed insurance agent to contact you regarding this solicitation of insurance. Genworth Life Insurance Company and Genworth Life Insurance Company of New York are Genworth Financial companies.

49717B 11/17/09

Genworth Financial 

protectyourplans.com

1-800-345-6789

AVO: ...underwritten by Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York.

ALT SUPER: Call to Schedule an Appointment

Cut to blue sky with final legal supers.

SERFF Tracking Number: GEFA-126408151 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 44255
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP DRTV Commercials/49717

Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: AR Cover Letter		
Comments:		
Attachment: AR Filing Letter AARP DRTV Commercials 49717A and 49717B.pdf		



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

December 4, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204
ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025**

AARP Lead Generation Advertisements

Type of Solicitation	Form Number	Title
Invitation to Inquire	49717A 11/17/09	AARP DRTV Commercial 120
Invitation to Inquire	49717B 11/17/09	AARP DRTV Commercial 60

Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval duplicate copies of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$50 is being transmitted via EFT on the SERFF filing system.

These television commercials will be aired on a National basis to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR filed and approved on April 11, 2003 by your Department, our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department as well as our group long term care product under policy form series 7046POL and 7046CERT et al. This form series was approved by the Arkansas Department of Insurance on September 13, 2005.

We are providing the storyboards and script for your review.

This advertising material is new and does not replace any advertisements filed by Genworth Life Insurance Company.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-662-2596 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments

Affiliated Companies: Genworth Life Insurance Company—Genworth Life Insurance Company of New York—Genworth Life and Annuity Insurance Company