

State: Arkansas **Filing Company:** Bankers Fidelity Life Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Medicare Supplement Television Commercials
Project Name/Number: /

Filing at a Glance

Company: Bankers Fidelity Life Insurance Company
Product Name: Medicare Supplement Television Commercials
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 10/18/2012
SERFF Tr Num: BFLI-128726934
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: AR B 21092 TV3
Implementation: On Approval
Date Requested:
Author(s): Jill Jones, Bridgett Williams, Tina Cunningham, Lyn Ezell, Sharon White
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 10/23/2012
Disposition Status: Filed-Closed
Implementation Date:
State Filing Description:

State: Arkansas
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Medicare Supplement Television Commercials
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Filing Company: Bankers Fidelity Life Insurance Company

General Information

Project Name: Status of Filing in Domicile: Authorized
 Project Number: Date Approved in Domicile: 10/05/2012
 Requested Filing Mode: Review & Approval Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 10/23/2012
 State Status Changed: 10/23/2012
 Deemer Date: Created By: Tina Cunningham
 Submitted By: Tina Cunningham Corresponding Filing Tracking Number:

Filing Description:

The above-referenced television commercials are being submitted to your department for formal review and approval and will replace the following commercials that were previously approved your Department on 03-19-2012 under SERFF Tracking # BFLI-128136378: B 21092 TV3 will replace B 21092 TV1 and B 21092 TV4 will replace B 21092 TV2.

The video and voice-overs are basically unchanged from the commercials previously approved. The following changes were made: 1) the Bankers Fidelity logo was included in the superimposed text that appears shortly after the beginning of the commercial and on the final screen; 2) the statement "Medicare Supplement policies underwritten by Bankers Fidelity Life Insurance Company" was added to the superimposed text that appears shortly after the beginning of the commercial; 3) the statement "Calls will be answered by authorized representatives of Bankers Fidelity Life Insurance Company" was added to the disclaimer text on the final screen.

These commercials will be used to generate interest in our Medicare Supplement policies were approved by the Department on 03-23-2010 via SERFF Tracking # BFLI-126469302.

Company and Contact

Filing Contact Information

Tina Cunningham, Compliance Analyst L1 tcunningham@atlam.com
 4370 Peachtree Road NE 404-266-5723 [Phone]
 Atlanta, GA 30319 404-926-4092 [FAX]

Filing Company Information

| | | |
|---|-------------------------|-----------------------------|
| Bankers Fidelity Life Insurance Company | CoCode: 61239 | State of Domicile: Georgia |
| 4370 Peachtree Rd NE | Group Code: 587 | Company Type: Life & Health |
| Atlanta, GA 30319 | Group Name: 61239 | State ID Number: |
| (404) 266-5600 ext. [Phone] | FEIN Number: 58-0658963 | |

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? Yes
 Fee Explanation: \$25.00 per form or greater

State: Arkansas **Filing Company:** Bankers Fidelity Life Insurance Company
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Per Company: No

| Company | Amount | Date Processed | Transaction # |
|---|----------|----------------|---------------|
| Bankers Fidelity Life Insurance Company | \$100.00 | 10/18/2012 | 64025045 |

SERFF Tracking #:

BFLI-128726934

State Tracking #:

Company Tracking #:

AR B 21092 TV3

State:

Arkansas

Filing Company:

Bankers Fidelity Life Insurance Company

TOI/Sub-TOI:

MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010

Product Name:

Medicare Supplement Television Commercials

Project Name/Number:

/

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 10/23/2012 | 10/23/2012 |

SERFF Tracking #:

BFLI-128726934

State Tracking #:

Company Tracking #:

AR B 21092 TV3

State:

Arkansas

Filing Company:

Bankers Fidelity Life Insurance Company

TOI/Sub-TOI:

MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010

Product Name:

Medicare Supplement Television Commercials

Project Name/Number:

/

Disposition

Disposition Date: 10/23/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

| Schedule | Schedule Item | Schedule Item Status | Public Access |
|----------|---|----------------------|---------------|
| Form | Medicare Supplement Television Commerical | Filed-Closed | Yes |
| Form | Medicare Supplement Television Commercial | Filed-Closed | Yes |

State: Arkansas

Filing Company:

Bankers Fidelity Life Insurance Company

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Product Name: Medicare Supplement Television Commercials

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Form Schedule

Lead Form Number: B 21092 TV3

| Item No. | Schedule Item Status | Form Number | Form Type | Form Name | Action/ Action Specific Data | Readability Score | Attachments |
|----------|----------------------------|-------------|-----------|--|------------------------------|-------------------|---------------------------------------|
| 1 | Filed-Closed 10/23/2012 | B 21092 TV3 | ADV | Medicare Supplement Television Commerical | Initial: | 0.000 | B 21092 TV3 (triathlon) script.pdf |
| 2 | Filed-Closed 10/23/2012 | B 21092 TV4 | ADV | Medicare Supplement Television Commercial | Initial: | 0.000 | B 21092 TV4 (barbeque) script.pdf |

Form Type Legend:

| | | | |
|-------------|---|-------------|--|
| ADV | Advertising | AEF | Application/Enrollment Form |
| CER | Certificate | CERA | Certificate Amendment, Insert Page, Endorsement or Rider |
| DDP | Data/Declaration Pages | FND | Funding Agreement (Annuity, Individual and Group) |
| MTX | Matrix | NOC | Notice of Coverage |
| OTH | Other | OUT | Outline of Coverage |
| PJK | Policy Jacket | POL | Policy/Contract/Fraternal Certificate |
| POLA | Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider | SCH | Schedule Pages |

**Bankers Fidelity Television Commercial
:30 Senior Moment Triathlon**

VOICE OVER:

- 1) Bill McMurtry has been training for this for over a year.
- 2) He wasn't sure it would happen, after his heart attack.
- 3) But Bankers Fidelity has been with him every step of the way.
- 4) Helping fill the gaps in Medicare coverage.
- 5) And giving him the personal service we've had for over 50 years.
- 6) Bill McMurtry. 68 years old in his first triathlon. That's our idea of a senior moment.
- 7) Call now to claim your life.

TELEVISION (action/images on screen)

- 1) man shaving in mirror
- 2) man eating breakfast with wife in kitchen scene
- Superimposed text on bottom of screen:*
1.888.242.0002 **"Bankers Fidelity" logo**
youclaimyourlife.com
Medicare Supplement policies underwritten by
Bankers Fidelity Life Insurance Company
- 3) man running down steps and picking up keys from console table
- 4) man working on bicycle
- 5) car driving away with bicycle on back
- 6) showing man standing in group of people with runners number on shirt; group takes off running; pans to wife and young girl on sideline holding "Go Grampa" sign; pans back to people running; scene ends

7) White background with text:

BankersFidelity logo
1.888.242.0002
youclaimyourlife.com

Disclaimer appears underneath text:

Not affiliated or connected with or endorsed by the United States government or the Federal Medicare program. This is a solicitation of Medicare Supplement insurance by Bankers Fidelity Life Insurance Company of Atlanta, Georgia and an independent agent/producer may contact you. Medicare Supplement policy form series B 21092; limitations and exclusions apply; actual policy provisions control. Individually underwritten; application to determine eligibility required. Products not sold in AK, CA, CT, FL, MA, ME, MN, NH, NJ, NY, OR, RI, VT, WA or WI. Plan availability varies by state. Calls will be answered by authorized representatives of Bankers Fidelity Life Insurance Company.

**Bankers Fidelity Television Commercial
:30 Senior Moment Barbecue**

VOICE OVER:

- 1) Doris Jones makes a mean barbecue sauce.
- 2) It's the highlight of her annual cookout.
- 3) This year is even more special, since six months ago, Doris had a health scare.
- 4) And while the medical bills piled up
- 5) Sam, their Bankers Fidelity agent, made sure the gaps in Medicare were covered.
- 6) Doris Jones. Surrounded by people who love her — and her barbecue sauce. That's our idea of a senior moment.
- 7) Call now to claim your life.

TELEVISION (action/images on screen)

- 1) woman with recipe box; talking to husband
- 2) woman cooking in kitchen
- 3) woman cooking; smiling

Superimposed text on bottom of screen:

1.888.242.0002 **"Bankers Fidelity" logo**
youclaimyourlife.com
Medicare Supplement policies underwritten by
Bankers Fidelity Life Insurance Company

- 4) scene pans to woman smiling and looking out window
- 5) man driving up in vehicle; shows Bankers Fidelity logo on vehicle door; pans to family and friends gathered around picnic table in outdoors scene
- 6) additional shots of family and friends around picnic table in outdoor scene; scene ends

7) White background with text:

BankersFidelity logo
1.888.242.0002
youclaimyourlife.com

Disclaimer appears underneath text:

Not affiliated or connected with or endorsed by the United States government or the Federal Medicare program. This is a solicitation of Medicare Supplement insurance by Bankers Fidelity Life Insurance Company of Atlanta, Georgia and an independent agent/producer may contact you. Medicare Supplement policy form series B 21092; limitations and exclusions apply; actual policy provisions control. Individually underwritten; application to determine eligibility required. Products not sold in AK, CA, CT, FL, MA, ME, MN, NH, NJ, NY, OR, RI, VT, WA or WI. Plan availability varies by state. Calls will be answered by authorized representatives of Bankers Fidelity Life Insurance Company.