

PRO+ CYBER

promotional toolkit

Your all-in-one guide to promoting Allstate
Identity Protection as an employee benefit.



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How to use

This toolkit provides all the materials and messaging you need to effectively communicate the value of Allstate Identity Protection during open enrollment and throughout the year.

an HR guide to identity protection

Identity theft is real—and its growing

There were over 18 million victims of identity theft in 2024, up 21 percent from 2023¹

2023 14.8 million

2024 18 million

Americans lost over \$27.2 billion to identity theft in 2024, an increase of 19 percent from 2023, affecting 6.8 percent of the US population¹

2023 \$22.8 billion

2024 \$27.2 billion

1: Javelin, Breaking Barriers to Innovation, 2025



Protecting your employees

Offering Allstate Identity Protection as an employee benefit helps protect employees' finances, wellbeing, and digital identity.



Increasing employee enrollment

Promoting an identity protection benefit through email and direct mail campaigns can significantly increase enrollment in identity protection and improve engagement rates.



Recommended positioning

Featuring identity protection after your core medical, dental, and vision benefits helps cement the idea that it's a critical complement to your existing benefits.



how identity protection complements other benefits



Medical

Protects against medical identity theft, ensuring accurate medical reports and preventing financial loss



Employee Assistance Program

Reduces stress and anxiety related to identity theft, supporting overall wellness



Dental

Protects employees by monitoring for fraudulent claims and resolving them



Financial wellness

Enhances financial wellness by protecting employee savings and investment accounts from identity theft-related financial loss



Vision

Resolves misuse of benefits when an employee's identity and insurance are used to file fraudulent claims



Retirement

Secures retirement accounts from identity theft, ensuring long-term financial security



Legal

Provides legal support for identity theft cases and simplifies the process of reporting identity theft to credit agencies



downloadable flyers

Use these ready-to-go, purpose-built flyers to promote Allstate Identity Protection during open enrollment events, benefit fairs, employee communications, new hire orientations, and beyond.



HR user guide

A simple, step-by-step walkthrough explaining how to register an Allstate Identity Protection account, access the portal, and start using plan features.

[Download this document](#)



Co-brandable plan highlights flyer

A high-level overview of the plan's key features and benefits that you can customize with your company logo, open enrollment dates, and enrollment site link.

[Download this document](#)



Infographic flyer

A visual, easy-to-digest introduction to the risk of identity theft and how Allstate Identity Protection is here to help.

[Download this document](#)



Scam flyer

A detailed overview of our scam protection plan and its features, as well as the new features we're adding to the solution in 2027.

[Download this document](#)



Benefit fair display flyer

A flyer designed specifically for benefit fairs to showcase the Pro+ Cyber plan with a QR code included to help employees find further information. Print for display at your OE booth or table.

[Download this document](#)



FAQ flyer

A comprehensive Q&A sheet answering common employee questions to help employees understand what the benefit covers, how it works, and how to activate certain features.

[Download this document](#)



Feature activation flyer

A quick reference guide for activating specific features like data removal, cybersecurity tools, and more.

[Download this document](#)

digital + printable: posters, banners & displays

Use these attention-grabbing assets to promote Allstate Identity Protection in the office and in digital spaces. These are ideal for driving awareness, explaining key features, and encouraging employees to take action.

Posters

Eye-catching print or digital posters designed to highlight key benefits and encourage enrollment.

Download Pro+ Cyber posters



all-in identity and scam protection that never clocks out

Safeguard yourself and your family from evolving identity threats and scams with always-on protection from Allstate — provided to you as a benefit.

Prepare for today's digital threats with:

- NEW Allstate Scam Protection™ for end-to-end digital defense including scam alerts and education, phone and text blocking, URL blocking, scam takedown, and more
- NEW Up to \$50K of scam reimbursement* for scams, digital crimes, data recovery, and more
- Up to \$5 million reimbursement for identity theft expenses and stolen funds†
- Monitor 30+ apps and websites, track loved ones and more with family digital safety tools from Bark® plus get access to Talkspace Co‡
- Cyber protection for up to 10 devices per member featuring top-rated anti-malware and threat detection, military-grade VPN, and password manager

Open enrollment is Month X-X, 2025

Learn more at [website]



*Scam reimbursement is provided as a benefit to members of Allstate Identity Protection. Coverage is subject to terms, conditions, and exclusions. Coverage may not be available in all jurisdictions.

†Bark and Talkspace Co are third-party services subject to their own terms, conditions, and availability.

‡Learn by Design & Research — "The Evolution of Personal Security" August 2024

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Scammers are getting smarter

Even the most tech-savvy are falling for AI-powered scams.

80%
of scam victims said they thought they could spot a scam before falling for one*

49%
of scam victims experienced two or more scams in just the past two years*

95%
of our members were satisfied with the identity theft recovery support they received*

Questions?

1-800-789-2720
or visit myajp.com

Banners

Flexible digital banner assets available in multiple sizes to fit your intranet, HR portals, emails, and more.



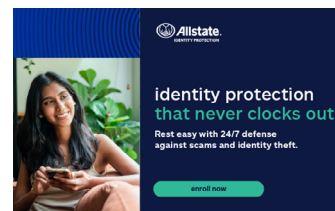
Download

357x123 banner



Download

668x215 banner



Download

572x357 banner



Download

1:1 banner

Digital display

Static or animated graphics designed for digital signage and monitors across your workplace.

Download display graphics



ready to view videos

Easily embed or link to these educational videos on your benefits platform, intranet, or open enrollment resource hub. They're designed to help employees understand the value of identity protection and feel confident in their decision to enroll.



Pre-recorded webinar

An in-depth session that helps employees understand the importance of identity protection, the impact of cyber threats on everyday life, and how our Pro+ Cyber plan can help. This video highlights all included features and offers a step-by-step walkthrough on how to activate and use them. Ideal for sharing during open enrollment or as part of your year-round benefits education strategy.

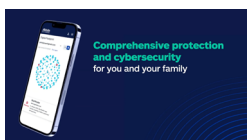
[Watch the video](#)



Product overview video

A short, high-level overview of the importance of device protection, as well as an introduction to Allstate Identity Protection's Pro+ Cyber plan and what it offers.

[Watch the video](#)



Plan overview video

A detailed overview of Allstate Identity Protection's Pro+ Cyber plan, including what it is, the key features of the plan, and important details regarding identity theft coverage and how Allstate Identity Protection handles identity restoration cases.

[Watch the video](#)



Educational video

A deeper dive into how personal information can be compromised, how Allstate Identity Protection empowers employees to safeguard their personal information, and how we can help protect employees against identity theft.

[Watch the video](#)



Cyber features videos

A collection of videos that provide an overview of each of our cyber safety features and how they can help keep employees safe from cybercriminals.

[Check out our cyber features playlist](#)



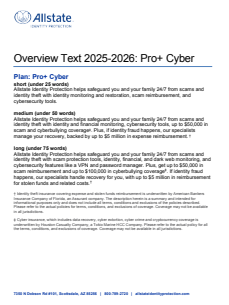
Restoration story videos

A series of our "case closed" videos, which provide a first-hand retelling of how our restoration specialists handled real life cases of identity theft and restored the victims' identities.

[Check out our restoration story playlist](#)

**copy messaging: articles, posts,
benefit guides & new feature highlights**

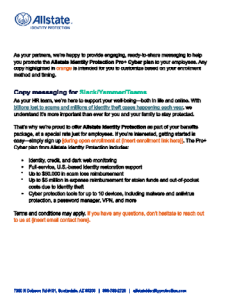
Use this collection of pre-written content to easily promote Allstate Identity Protection across your internal communication channels—whether you're building a benefits guide, posting to your internal comms platform, or writing a company newsletter.



Benefit guide text

Suggested copy to include in your official open enrollment or employee benefits guide to introduce Allstate Identity Protection to employees and provide an overview of plan highlights.

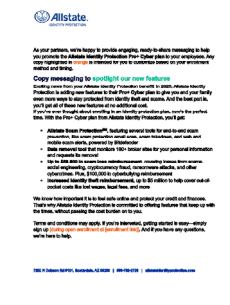
Download this resource



Yammer / Slack / Teams posts

Short, punchy messages you can post on internal communication platforms to drive awareness and increase engagement rates.

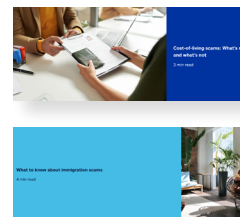
Download this resource



New feature announcements

Plug-and-play messaging to promote and introduce exciting new features.

Download this resource



Educational articles

Long-form educational content about new scams and how employees can protect themselves that can be shared as needed via email, internal messaging apps, and more.

Visit our Consumer Content Hub

year-round communications

Keep identity protection top of mind throughout the year with these timely communication topics. Use them as opportunities to engage employees, share helpful tips, and remind them of the value of their Allstate Identity Protection benefit.

You can also check out our [Consumer Content Hub](#) for more seasonal content as we are frequently posting new articles.

Q1: January – March

January 27-31: Identity Theft Awareness Week

Raise awareness about identity theft and share best practices for protecting personal data.

March 1-7: National Consumer Protection Week

A perfect time to share resources, guides, and other materials to educate employees on threats to their digital privacy and how to protect their financial well-being. This is also a great time to promote Allstate Identity Protection's digital privacy features.

Q3: July – September

Summer travel

Encourage safe browsing on public Wi-Fi, the use of VPNs, and proactive scam monitoring. A great time to promote cybersecurity tools included in the benefit.

September: Back to School

Help keep your employees' children safe from scams and fraud this school year by sharing useful resources regarding child identity theft, social media best practices, and more.

Q2: April – June

Tax season (March–April)

Help employees stay alert during peak tax scam season.

May 1: World Password Day

Share password best practices to help employees keep their accounts safe and avoid account takeovers.

Q4: October – December

October: Cybersecurity Awareness Month

Share practical tips to avoid phishing and holiday shopping scams.

November 9-15: International Fraud Awareness Week

Keep your employees safe from fraud and scams by providing training and resources on the current fraud landscape, how to recognize the latest fraud schemes, and how employees can avoid them.

any questions?

For more information about Allstate Identity Protection, our plans and features, or other resources, contact your Allstate Identity Protection Account Manager.

