

1ST FOR WOMEN BLACK FRIDAY/CYBER MONDAY SMS

PRE-BLACK FRIDAY

WITH HH

Option 1

[207/160] Make that home. Get those Black Friday and Cyber Monday deals. Remember to insure your new items for their full value on your 1st for Women Home Contents policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 2

[183/160] Spoiling yourself this Black Friday weekend? Update your 1st for Women Home Contents policy with the full value of your new home goodies. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 3

[193/160] Planning a Black Friday/Cyber Monday splurge? We've got you and your new valuables covered when you update your 1st for Women Home Contents policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

WITHOUT HH

Option 1

[213/160] 1st for Women has got you and your upcoming Black Friday/Cyber Monday goodies covered. Just add Home Contents Insurance specifically designed for women to your policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 2

[205/160] Make that home. Buy those Black Friday/Cyber Monday treats for yourself. And get cover for them by adding Home Contents Insurance to your 1st for Women policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 3

[196/160] Spoil yourself. Get those Black Friday and Cyber Monday deals. Insure your new valuables and add Home Contents Insurance to your 1st for Women policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

POST-CYBER MONDAY

WITH HH



Option 1

[186/160] Spoilt yourself on Black Friday weekend? Remember to insure your new treats for their full value on your 1st for Women Home Contents policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 2

[194/160] For insurance specifically designed for women, remember to add your new Black Friday/Cyber Monday spoils to your 1st for Women Home Contents policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 3

[203/160] Make that home with your new Black Friday/Cyber Monday treats. Insure them for their full value when you add them to your 1st for Women Home Contents policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

WITHOUT HH

Option 1

[183/160] We've got your new Black Friday/Cyber Monday spoils covered when you add Home Contents Insurance to your 1st for Women policy. Quote now. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 2

[199/160] Get insurance specifically designed for women for your new Black Friday and Cyber Monday items. Add Home Contents Insurance to your 1st for Women policy. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

Option 3

[180/160] You got those Black Friday/Cyber Monday deals. Now cover them with 1st for Women Home Contents Insurance. Add it to your policy today. Yes=Opt-in No=Opt-out Ts&Cs online AuthInsFSP

