

Citistar Financial Recruitment ad

Background:

Citistar Financial is Canada's largest Chinese MGA (Managing General Agent), a specialized type of broker in the insurance business. Their business growth relies heavily on training new recruits to become insurance agent.

Target audience: Young Chinese who want to become insurance agents

Title: TALENT

Visual: A bonsai tree trimmed to show the Chinese character "Talent".

Headline: **We know how to nurture and grow the best talents.**

Copy: Citistar Financial is a leader in Canada life insurance industry, representing Canada Life, Manulife and Sun Life insurance. No matter if you are new to the business or are already a licensed agent, we can help you reach new heights with our successful training and coaching experience.

Company addresses and contact information.