



02

Peace of Mind & Speed

"Help Is On the Way in 24-48 Hours"

Differentiator: 24/7/365 claims, technician dispatch in 24-48 hours, mobile app

Consumer Insight: Addresses the top purchase driver: peace of mind & help with expensive repairs

FACEBOOK | Facebook Feed | Format: 1:1



**Help Is On the Way
in 24-48 Hours.**

HEADLINE

Help Is On the Way. Fast.

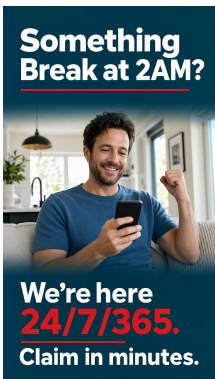
PRIMARY TEXT

Submit a claim 24/7 and get a technician dispatched in 24-48 hours. Liberty Home Guard -- more coverage, more kindness.

DESCRIPTION

24/7 claims support

FACEBOOK | Facebook Stories | Format: 9:16



**Something
Break at 2AM?**

**We're here
24/7/365.
Claim in minutes.**

HEADLINE

Something Break at 2AM?

PRIMARY TEXT

We're here 24/7/365. Claim in minutes. Technician dispatched fast.

DESCRIPTION

24/7 support

FACEBOOK | Facebook Reels | Format: 9:16



**Your
Repair.
Our Problem.**

Technician dispatched in 24-48 hours.

HEADLINE

Your Repair. Our Problem.

PRIMARY TEXT

Technician dispatched in 24-48 hours. Liberty Home Guard handles it all.

DESCRIPTION

Fast dispatch



LIBERTY
HOMEGUARD

Meta Ad Campaign Approval Sheet

Liberty Home Guard | libertyhomeguard.com

FACEBOOK | Facebook Right Column | Format: 1:1



HEADLINE

24/7 Claims. 24-48 Hr Dispatch.

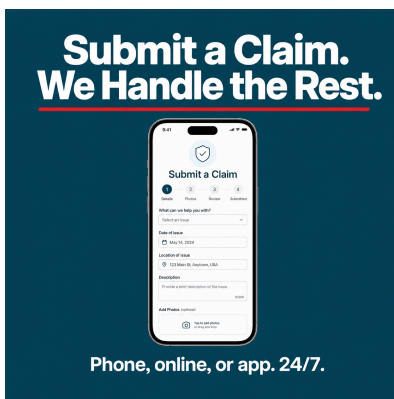
PRIMARY TEXT

Liberty Home Guard is always on call. File a claim anytime, get help fast.

DESCRIPTION

Always available

FACEBOOK | Facebook In-Stream Video | Format: 1:1



HEADLINE

Submit a Claim. We Handle It.

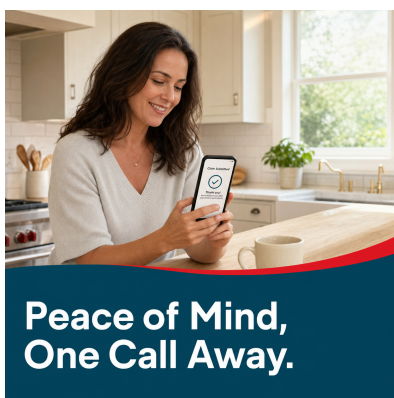
PRIMARY TEXT

Phone, online, or app -- 24/7. Liberty Home Guard dispatches a technician in 24-48 hours.

DESCRIPTION

Claim in minutes

FACEBOOK | Facebook Marketplace | Format: 1:1



HEADLINE

Peace of Mind, One Call Away

PRIMARY TEXT

Liberty Home Guard -- 24/7 claims, fast dispatch, and a mobile app to track every repair.

DESCRIPTION

Get covered today

FACEBOOK | Facebook Search | Format: 1:1



HEADLINE

Broken Appliance? We Respond Fast

PRIMARY TEXT

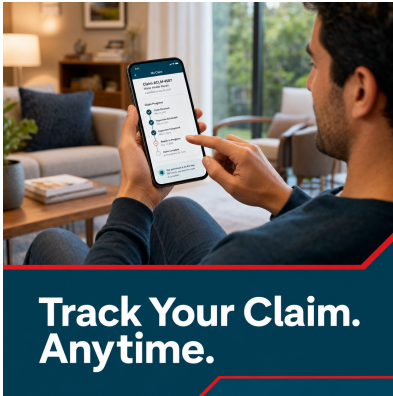
24/7 claims. 24-48 hour technician dispatch. Liberty Home Guard is always ready.

DESCRIPTION

Fast response



INSTAGRAM | Instagram Feed | Format: 1:1



HEADLINE

Track Your Claim. Anytime.

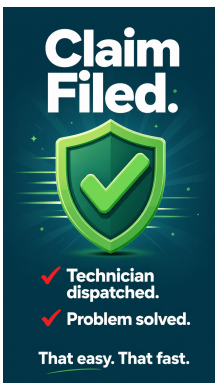
PRIMARY TEXT

File a claim and track your repair in real time with the Liberty Home Guard app. 24/7/365.

DESCRIPTION

Mobile app available

INSTAGRAM | Instagram Stories | Format: 9:16



HEADLINE

Claim Filed. Problem Solved.

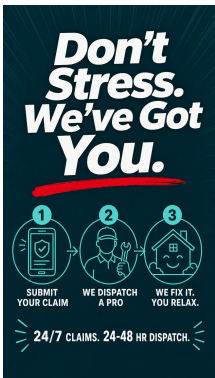
PRIMARY TEXT

That easy. That fast. Liberty Home Guard -- 24/7 claims, 24-48 hr dispatch.

DESCRIPTION

Fast & easy

INSTAGRAM | Instagram Reels | Format: 9:16



HEADLINE

Don't Stress. We've Got You.

PRIMARY TEXT

24/7 claims. 24-48 hr dispatch. Liberty Home Guard has your back.

DESCRIPTION

Always ready

INSTAGRAM | Instagram Explore | Format: 1:1



HEADLINE

Fixed. Fast. Care-Free.

PRIMARY TEXT

Liberty Home Guard dispatches a technician in 24-48 hours. File a claim anytime, 24/7.

DESCRIPTION

Fast dispatch



INSTAGRAM | Instagram Explore Home | Format: 1:1



HEADLINE

No Wait. No Worry. No Bill.

PRIMARY TEXT

24/7 claims. Fast dispatch. Liberty Home Guard -- more coverage, more kindness.

DESCRIPTION

Get covered