

spotlight on zurich

Operating in a competitive commercial insurance sector, Zurich Financial Services required a campaign that communicated its new service proposition to brokers. Embracing advertising, direct mail, websites, promotional emails, internal communications and sales support materials, the project aimed to increase revenues across the business.

The challenge

Founded in 1872, Zurich Financial Services is one of the world's leading financial groups, with a presence in more than 50 countries and employing around 57,000 people worldwide.

The commercial insurance area of the business launched a range of services for brokers and needed a new creative platform to promote the proposition.

From print and online items to external brokers and internal audiences, this major project needed to heighten awareness of the core proposition, stand out from competitor campaigns, communicate a clear call to action, increase sales and motivate staff.

The solution

- Eight press advertisements – four visual and four typographic – tackling the problems of being let down by poor service.
- Direct mail campaign themed consistently with the advertisements and capturing details of the service propositions.
- Supporting communications, including website, emails and internal materials informing staff of the campaign and its ongoing success.



characters
copywriting for business

ZURICH



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