

Hitting the target

Tailoring your messages, and
channels to your audience

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First – know your audience

Traditional P/C Insurance

- **Sold through broker intermediaries**
- **Focus on product and UW expertise**
- **Need to demonstrate thought leadership**
- **Target communications channels to reach a distinct audience of decision makers**

Small Business Insurance

- **Sold directly online and through call center**
- **Focus on need for products, affordability and availability**
- **Establish Hiscox as a credible voice in the US small business ecosystem**
- **Use a variety of communications channels and tactics to reach a mass audience**

Demonstrating product area expertise

Are you at risk?

The average US-based business has a greater than **1 in 10** (12%) chance of having an employment charge filed against them, according to a recent Hiscox insurance study of employment practice litigation (EPL).

Best and worst states for employee charges



Creating a connection with the small business audience

LEAP
YEAR

presented by  HISCOX

- Hiscox-branded web series about five friends who get laid off and start their own businesses
- 20 episodes over two seasons
- Over 10 million views

COURAGEOUS LEADERS

Hiscox-branded docuseries featuring entrepreneurs in target industries – over 1M views in 1st 2 months

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Young CEOs Open Up About Their Failures In new branded videos from insurer Hiscox and Vox By Andrew McMains

June 3, 2015, 3:16 PM EDT Advertising & Branding



At 25, Foursquare's Dennis Crowley lost his job and his apartment.

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DIGITAL CONTENT OFFFRONTS

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In four years, Hiscox U.S.A.'s budget for branded content has jumped from nothing to 15 percent of its overall marketing spend, according to head marketer Russ Findlay.

Along the way, Hiscox, a U.K.-based insurer that targets small businesses, has created an unusually compelling online dramatic series ("Leap Year") and some video interviews with business leaders. Now, the company is doubling down on video Q&As with a new series that reveals gut-check moments for CEO's like Foursquare's Dennis Crowley and Thrillist's Ben Lerer.

Titled "Courageous Leaders," the six-episode series aims to be more realistic than vainglorious by chronicling the hard decisions that entrepreneurs made on the way up, when their success was far from assured. As such, Hiscox hopes to make their stories more relatable. The new content also reinforces the company's larger positioning of "Encourage

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Courageous Leaders with Hartley Sawyer (Preview)



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