

Nationwide®

# Marketing

E&S/Specialty Creative Services



## Concept Presentation Programs Campaign

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**Creative Director**

Kathy Skinner

**Designers**

Melanie Folse

Laurel Soutus

**Writer**

Melissa Bertolino

**Account Management**

Jes Schnieders, Janine Murray

# The creative challenge

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Create a marketing campaign that will build awareness of the Nationwide brand in the Program and Reinsurance market.

We will combine marketing efforts for two areas of E&S/Specialty Programs – Brokerage and MLS (includes Management Liability & Specialty and Professional Lines) creating a national campaign that could also be customized for targeting specialized markets.



## Who are we talking to?

Reinsurance Brokers  
Prospective and current program managers



## What do we want them to do?

For the reinsurance broker: Understand what Nationwide brings to the table in terms of support, expertise, and relationships and recognize a fit with their program managers.

For the program manager: Create awareness of Nationwide's expertise and appetite as well as our history of long-term relationships.



## Why should they do it?

1. A Program stays with us on average for 20 years.
2. With more than \$1 billion in collective Programs business, Nationwide is a viable leader in the Programs space.
3. We provide responsive service – fast, accurate and decisive – from underwriting to specialized claims handling.
4. We trust the program manager's expertise and grant our program managers broad underwriting authority and flexible guidelines.
5. With our primary focus on generating capital, we deliver stability regardless of market cycles.
6. We have claims handling expertise and quick response time.
7. A+ XV rating (we are higher than our competition here, A.M. Best Rating).

# Competitor ads



**RSGUM**  
Underwriting Managers

RSGUM Underwriting Managers (RSGUM) is a joint effort between QBE and International Specialty Insurance organizations. RSGUM consists of business liability, property and casualty, specialty, general underwriting, claims, underwriting expertise in several market niches.

**CGP**  
Construction Program Group  
Director of Construction Program Group, Insurance Solutions for Design and Construction, or create an addition, please contact us for more information and pricing. [convent@csifny.com](mailto:convent@csifny.com)

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**QBE** is one of the leading writers of Program Business in the U.S. with over **\$1 billion** in-force annual premium.

We partner with the most accomplished Program Administrators who demonstrate vision, expertise, established distribution and a track record of profitable results. We have a broad class appetite and the ability to provide multiple lines of coverage for each program, including specialty solutions such as AIG, Aetna and Professional Liability.

**Why QBE Programs**

- 30+ years in U.S. market
- Accredited underwriter
- Proven expertise in Program Administration
- Focus on the most profitable programs
- Strong financial position - rated "A" by A.M. Best

**Learn more**  
AIG Programs: [gen@gen.aig.com](mailto:gen@gen.aig.com)  
Specialty Programs: [sp@sp.aig.com](mailto:sp@sp.aig.com)

**Specialty Programs**  
Gen. Liab. [gen@gen.aig.com](mailto:gen@gen.aig.com)  
Specialty [sp@sp.aig.com](mailto:sp@sp.aig.com)



**Welcome to the Fast Lane**

Your program needs require flexible solutions—and fast. Every day, our Program underwriting experts move at the speed of your business, designing and delivering unique products and services that fit your needs.

For our most successful business owners, our Program underwriting experts can help your business connect back to work. Call 800-827-7444. [www.allianz.com](http://www.allianz.com)

Some programs are so **UNIQUE** most insurers won't even take the call.

Fortunately, the Ironshore Program team lives a challenge.



Ironshore understands the needs of Program Administrators and that's why our specialized coverage are carefully designed to help meet their unique demands. We have the flexibility to meet the requirements of the program participants while working an efficient and cost-effective approach. Ironshore Programs covers select segments of General Liability, Professional Liability, Medical Professional Liability, Excess/Underlies and More.

Our goal is to develop a reliable and long-term relationship with Program Administrators who have underwriting, marketing and distribution expertise in our core specialty classes of business. [www.ironshore.com](http://www.ironshore.com)

**IRONSHORE**  
A Liberty Mutual Company

**bms.**


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- 30+ Years Experience in Program Business
- Strong Market Relationships
- Global Presence
- Capital Advisory Executive
- Advanced Analytics & Actuarial Services
- Customized Solutions

BMS is an independent and employee-owned equal opportunity broker, established for more than 30 years. We represent customers in our clients' business, working in partnership to add value and deliver growth.

Contact Dawnmarie Black on +1 978-750-3877, email [dawnmarie.black@bmsgroup.com](mailto:dawnmarie.black@bmsgroup.com) or find out more at [www.bmsgroup.com](http://www.bmsgroup.com)

**WE SHARE YOUR PASSION FOR BUILDING SUCCESSFUL PROGRAMS.**



ZURICH INSURANCE FOR THOSE WHO TRULY LOVE THEIR BUSINESS.

**ZURICH**

**IT TAKES A FINE POINT TO MASTER THE DETAILS**

At RSGUM Underwriting Managers, our underwriters approach each risk with the knowledge, skills, passion and innovation needed to fit our client's needs. Learn more about our underwriting facilities at [www.rsgum.com](http://www.rsgum.com).



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**EmerginRisk**  
Enterprise Solutions for Complex Other Risks

**Chehal Special Risks**  
Upstream and Midstream Oil and Gas Solutions

**HG**  
Solutions for Mergers & Acquisitions in Other

**INTERSTATE**  
Coverage for Transportation, Specialty Property and Casualty Exposures

**thinkrisk**  
Specialty Solutions for Mergers & Acquisitions, M&A, NPL and Insurance Agency and Brokers

**TRIDENT**  
Marine and Offshore Energy Insurance Specialists

**WINWARD**  
Commercial and Complex Program Solutions

**Qwkye**  
E-File Program and General Liability Solutions

**RSGUM**  
Professional Liability solutions including D&O and Management Liability

# Specialized support

## About this concept

Program managers have the specialized expertise to write the program. We have the specialized expertise to support it. This concept enforces the idea that it takes a certain level of specific knowledge to properly support their unique program, and we can offer it to them.

## Headline

# Specialization matters

## Subhead 1

You wouldn't trust just anyone to service your jet.  
Why should your programs be any different?

## Subhead 2

You wouldn't trust just anyone to service your race car.  
Why should your programs be any different?

## Subhead 3

You wouldn't trust just anyone to film your documentary.  
Why should your programs be any different?

## Sample copy

From the expertise of our team to the details of our claim service, everything we offer our program managers is specialized to their business. And just like we trust a specialist, we trust our program managers to run their business. And it's that trust that has made our partnerships so successful.

For a carrier that supports your expertise, consider Nationwide. We're always on the lookout for new and innovative programs. Contact us today to see what we can do for you.

*\*Photos are intended to illustrate the concept and may not be the final photos.*



## Concept 2

# Perfect pairing

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### About this concept

Their programs + our support = the perfect pair. This concept features perfect pairs working as partners to illustrate the idea of teaming up to achieve success.

### Headline

## Perfect pairing

### Subhead 1

You bring the programs. We'll bring the **strength**.

### Subhead 2

You bring the programs. We'll bring the **expertise**.

### Subhead 3

You bring the programs. We'll bring the **flexibility**.

### Sample copy

You bring the programs. We'll bring the strength [expertise; flexibility].  
Together we create a successful partnership.

For a carrier that supports your expertise, consider Nationwide. We're always on the lookout for new and innovative programs. Contact us today to see what we can do for you.



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# For all your sides

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## About this concept

For program managers' many sides, there's Nationwide. This concept leverages the current "For All Your Sides" campaign. The headlines are written with a twist to fit our program managers' needs, and bright colors and bold illustrations catch the audience's eyes.

## Headline and subhead 1

Support for your **long-term partnership** side.

We trust our program managers to run their business. That's why our average partnership spans more than 20 years.

## Headline and subhead 2

Flexibility for your **unique needs** side.

From our expertise to our claim service, everything we offer is specialized to our program managers.

## Headline and subhead 3

Freedom for your **business-running** side.

We trust our program managers' expertise. And it's that trust that has made our partnerships so successful.

## Sample copy

For a carrier that supports your expertise, consider Nationwide. We're always on the lookout for new and innovative programs. Contact us today to see what we can do for you.

This concept uses solid colored backgrounds combined with brand graphics.



*\*Graphics are intended to illustrate the concept and may not be the final graphics.*