Nationwide®

Marketing

E&S/Specialty Creative Services



Concept Presentation Programs Campaign

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The creative challenge

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?

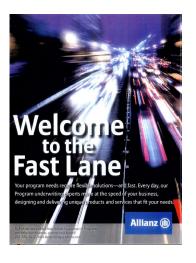
- 1. A Program stays with us on average for 20 years.
- 2. With more than \$1 billion in collective Programs business, Nationwide is a viable leader in the Programs space.
- 3. We provide responsive service fast, accurate and decisive from underwriting to specialized claims handling.
- 4. We trust the 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

















Concept 1

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.











Concept 2

Perfect pairing

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.







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



Concept 3

For all your sides

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.

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

This concept uses solid colored backgrounds combined with brand graphics.







