

Nationwide®

# Marketing

E&S/Specialty Creative Services



## SuretyChoice Campaign

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# The creative challenge

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## Business objective:

- Leverage the introduction of brand new automation capabilities available to agents to influence and increase perceptions of Nationwide as a significant surety carrier for small to midmarket agencies.

## Marketing objectives:

- Leverage marketing and sales communication materials to introduce and promote SuretyChoice, a new online automation technology implemented by Nationwide that can be used for contract and commercial surety business (bonds).



## Who are we talking to?

Primary: Small business and Middle market (independent and exclusive) retail agents and brokers who write transactional bonds

Secondary: Large market agents or brokers who can also access the tool



## What do we want them think or feel after seeing the communication?

We want them to think: "I know Nationwide as a stable company, with significant expertise in surety but I am grateful that they took strides to solve a simple everyday problem/frustration for me by introducing an easy to use surety bond automation system that will help me meet my clients' needs more efficiently."



## Why should they do it?

The automation was developed with agent input. Nationwide has specialized talent and expertise that support the technology and the agents.

# Visual treatment guidelines

## Section 3: Visual Treatment

## Naming Guidelines

# Product, service and program names

Moving forward, we will not be using special type treatments or logo lockups — including variations of the corporate lockup — for product, service or program names. They compete with the Nationwide logo and confuse the audience about who the communication is coming from.

When rolling out a new product, service or program:

- Consider how copy can help further communicate your message.
- Support your message using brand elements like color, photography or patterns.
- Lead with the Nationwide identity.

When mentioning products, services or programs in copy:

- Use sentence case for all names, unless the name is trademarked.



Example: Nationwide provides solutions for all of your needs including auto, home, life, pet insurance, annuities, mutual funds, checking and savings accounts.

**Trademark example:** Auto repair shops found on this site are participants of the Nationwide On Your Side Auto Repair® program.

- Allow exceptions for all caps or initial caps in headlines and subheads.

### EXAMPLE

Instead of a stylized type treatment, the SmartRide® materials lean on simplified copy, colors, icons and specific patterns to support a unique message and convey the relevant brand character traits of “strong” and “energetic.” The combination of these brand elements helps make a memorable impact on the audience.

From	To
	RetirAbility Check®
	SmartRide®



# Other Nationwide branded products

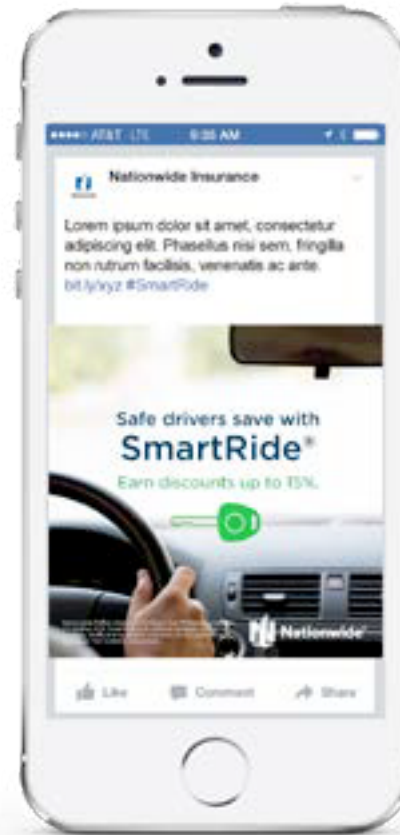
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**SmartMiles<sup>SM</sup>**

**AgriChoice**

**Vanishing Deductible<sup>®</sup>**

**SmartRide<sup>®</sup>**



key icon used on various SmartRide<sup>®</sup> communications

# SuretyChoice visual treatment options

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**SuretyChoice<sup>SM</sup>**

Gotham bold/ Gotham bold

**SuretyChoice<sup>SM</sup>**

Gotham medium/ Gotham medium

SuretyChoice<sup>SM</sup>

Gotham book

**SuretyChoice<sup>SM</sup>**

Gotham medium and book

SuretyChoice<sup>SM</sup>

Gotham book and light

Surety**Choice**<sup>SM</sup>

Gotham light and bold

SuretyChoice<sup>SM</sup> 

Gotham book with icon

# SuretyChoice tagline options

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Your choice for issuing bonds.

The best choice for issuing bonds.

Choose to work easier.

Choose ease.

Choose flexibility.

The choice is yours.

Your solution of choice.

Your Surety solution of choice.

Your bond-issuing solution of choice.

The right choice.

The right choice for bond issuance.

Writing bonds just got easier.

The easy way to write bonds

Ease and Expertise. Yes, please.

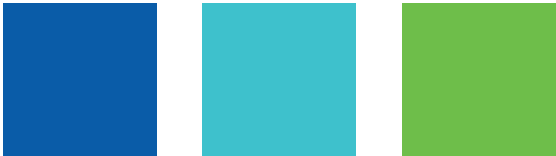
Easy. Efficient. Exceptional.

You bring the expertise. We bring the ease.

Easy writer

Easy does it

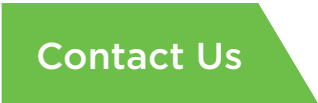
# Graphic elements



Nationwide blue

accent teal

accent green

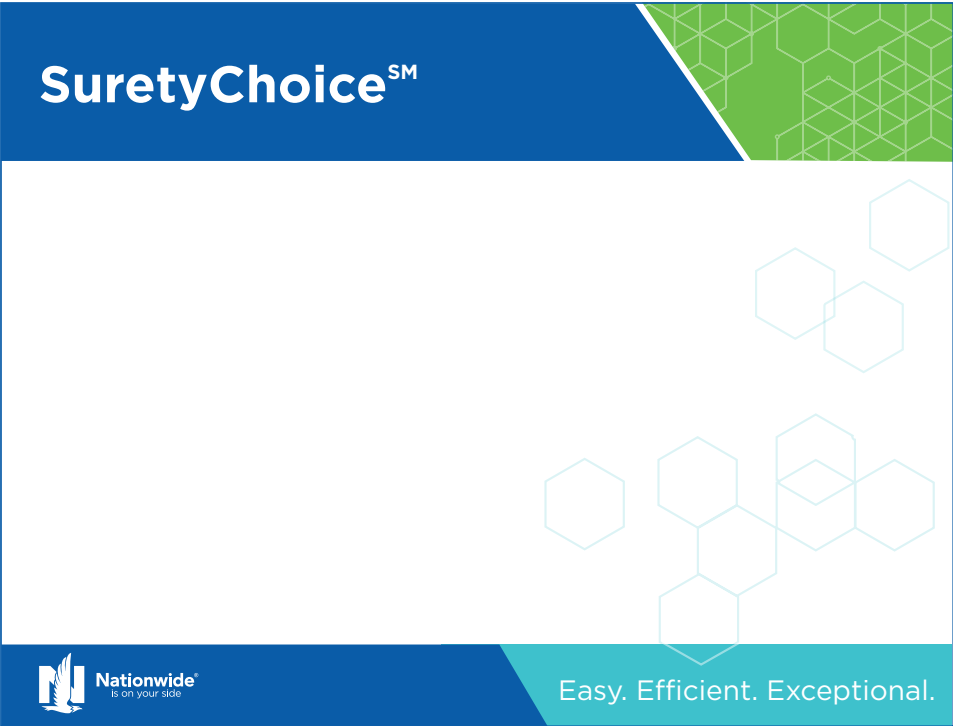


pattern



# Powerpoint template samples

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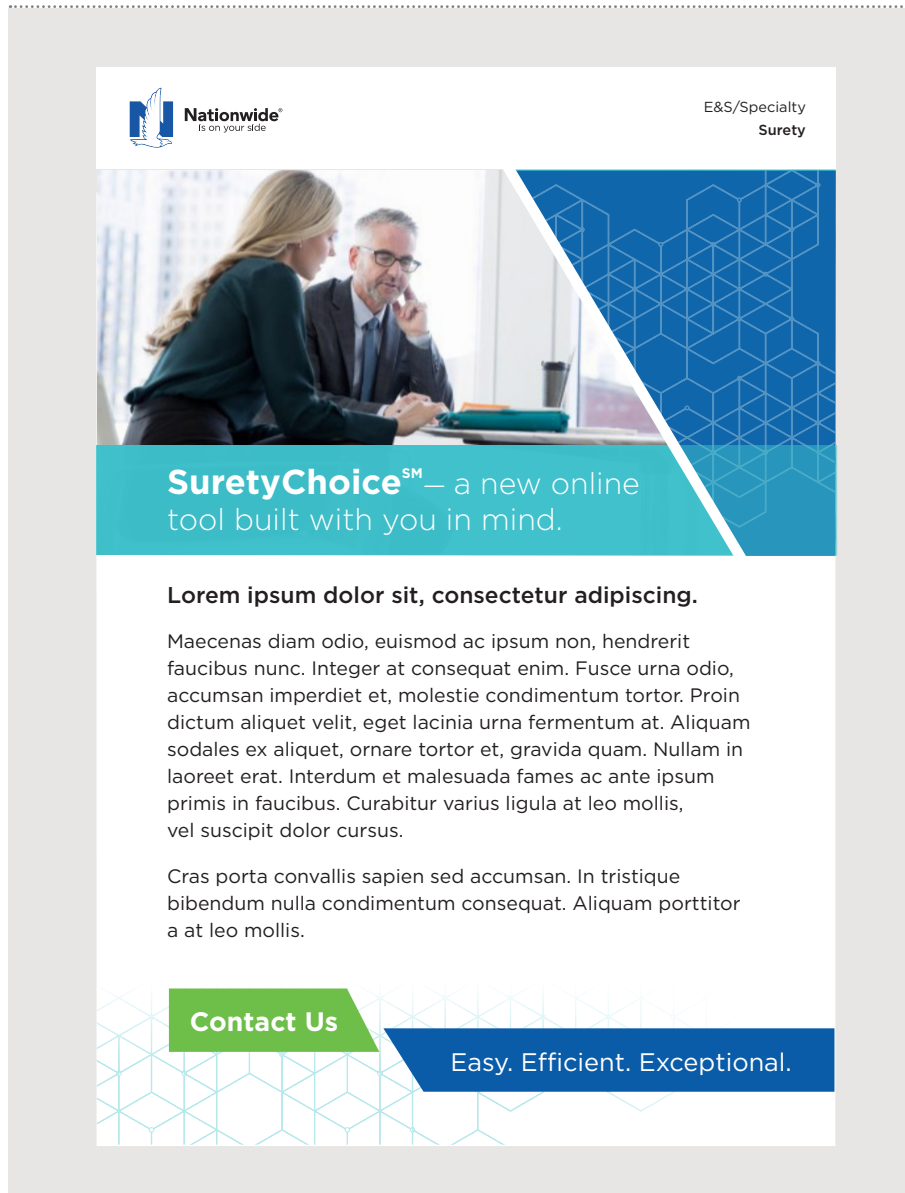
Gotham bold/bold and tagline 1



Gotham medium/medium and tagline 2



# Outlook email template samples



This email template features a white header with the Nationwide logo on the left and 'E&S/Specialty Surety' on the right. Below the header is a photograph of a woman and a man in business attire reviewing documents at a desk. The right side of the image has a blue geometric pattern overlay. A teal banner at the bottom of the image contains the text 'SuretyChoice<sup>SM</sup> – a new online tool built with you in mind.' Below the image is a white text area with a blue geometric pattern at the bottom. It contains a bold heading, two paragraphs of placeholder text, and a green 'Contact Us' button. A dark blue banner at the bottom right contains the tagline 'Easy. Efficient. Exceptional.'

**Nationwide<sup>®</sup>**  
Is on your side

E&S/Specialty  
Surety

**SuretyChoice<sup>SM</sup>** – a new online tool built with you in mind.

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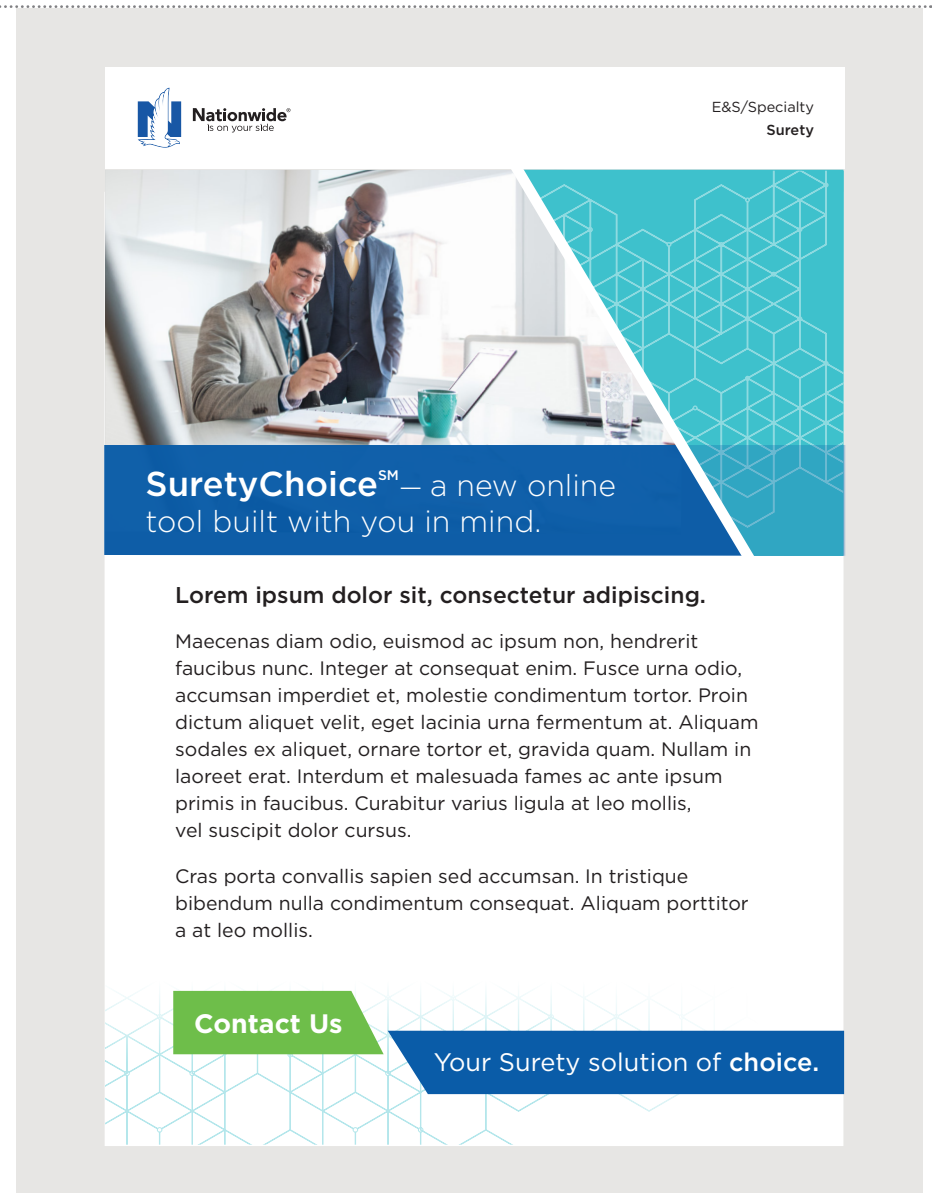
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**Contact Us**

Easy. Efficient. Exceptional.

Gotham bold/bold and tagline 1



This email template features a white header with the Nationwide logo on the left and 'E&S/Specialty Surety' on the right. Below the header is a photograph of three men in business attire working at a desk with laptops. The right side of the image has a teal geometric pattern overlay. A dark blue banner at the bottom of the image contains the text 'SuretyChoice<sup>SM</sup> – a new online tool built with you in mind.' Below the image is a white text area with a teal geometric pattern at the bottom. It contains a bold heading, two paragraphs of placeholder text, and a green 'Contact Us' button. A dark blue banner at the bottom right contains the tagline 'Your Surety solution of choice.'

**Nationwide<sup>®</sup>**  
Is on your side

E&S/Specialty  
Surety

**SuretyChoice<sup>SM</sup>** – a new online tool built with you in mind.

**Lorem ipsum dolor sit, consectetur adipiscing.**

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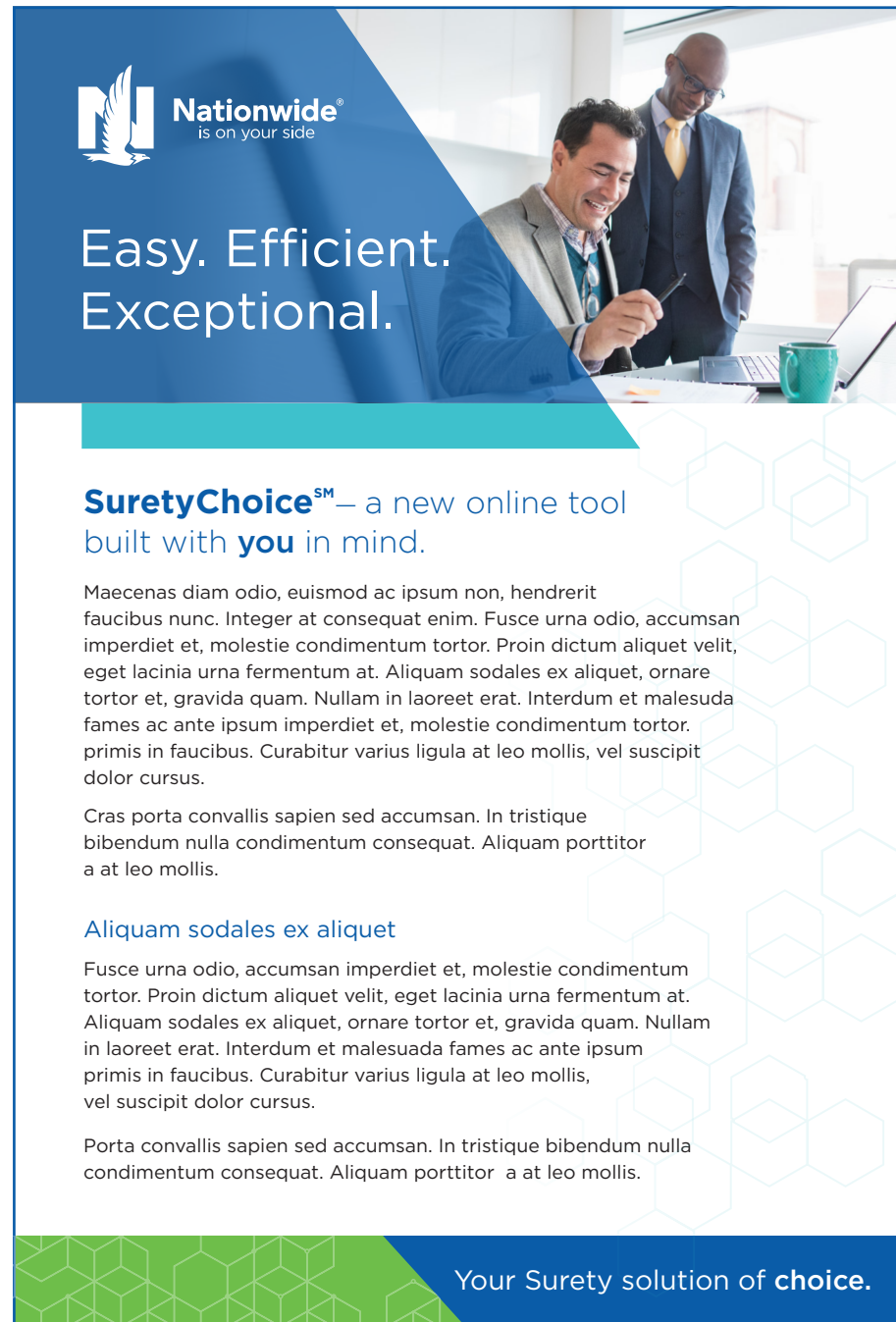
**Contact Us**

Your Surety solution of choice.

Gotham medium/medium and tagline 2

# Marketing flier sample

Gotham bold/bold and tagline 2



The marketing flier features a blue header with the Nationwide logo and tagline 'is on your side'. Below the logo is a photograph of two men in business attire looking at a laptop. The main headline reads 'Easy. Efficient. Exceptional.' The body of the flier is white with a light blue geometric pattern on the right side. It includes a sub-headline for 'SuretyChoice' and three paragraphs of placeholder text. The footer is a dark blue bar with a green geometric pattern on the left and the text 'Your Surety solution of choice.'

**Nationwide**  
is on your side

Easy. Efficient.  
Exceptional.

**SuretyChoice**<sup>SM</sup> – a new online tool  
built with **you** in mind.

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Your Surety solution of choice.