

Introduction

If ever there was a time to demonstrate the value of true professionalism in insurance it is now. While deep technical knowledge and sound ethical conduct have always been at the heart of our profession, public perception of the sector as a whole is often let down by the actions of a few.

We introduced Corporate Chartered status to rebuild confidence among businesses and consumers in the reliability and integrity of insurers and insurance brokers. This campaign promotes the value of that status as perceived by clients and experienced by Chartered Insurance Brokers. It delivers a positive statement of what professionalism can do.

The 'Choose Chartered' campaign builds awareness and aspiration for Chartered status as the best demonstration of what it means to be an insurance professional. As the standard becomes more widely understood, consumer demand will lead to an increase in the value of holding Chartered status.

Changing consumer perception is a gradual process, driven primarily by your actions, but you also have a role in communicating the difference that your status makes. This report summarises the extent and impact of the 'Choose Chartered' campaign to date, and further explains how you can also help promote Chartered status.



A stylized, handwritten signature in gold ink, consisting of a large loop and a horizontal line extending to the right.

Ian Simons ACII MCIM
Director of Marketing, CII

Objectives

Insurance buyers know what to expect from a Chartered Accountant or Surveyor, but not everyone currently recognises the true value of a Chartered Insurance Broker or Insurer.

Recent surveys conducted for the CII show that Chartered is the title people most commonly associate with professional advice.* But its relatively recent adoption by insurers and insurance brokers means that it's still new to many.

The Choose Chartered campaign will increase awareness and interest among two key insurance audiences: commercial buyers, and high net worth individuals. These gains will further enhance the value of the status that Chartered firms work hard to maintain.

The initial campaign launch in Q4 2015 has already shown a positive impact on awareness and intent to buy. For a more detailed analysis visit the [Impact](#) section of this report.

*National survey of 2005 UK adults, conducted by Opinium in June 2015, indicated that 44% rated those holding Chartered status as the most professional.

1.



Increase value of Chartered status and encourage further take-up

2.



Raise awareness and increase preference among buyers

Creative approach

The CII has long used advocacy in its communications to demonstrate the value of professionalism; this campaign develops the idea further.

Insurance is a trust-based profession reliant on policy-holders, brokers and insurers believing in each other. Personal relationships are always important, but recommendation and word-of-mouth are all significant influences in creating the essential confidence that all parties need.

The campaign for Chartered status develops this idea of advocacy, using clients of insurance brokers in consumer advertising, and brokers themselves in the sector's press. Each advertisement was developed through interviews with the subjects to uncover their personal beliefs in the value of Chartered status as an indicator of professionalism, reliability, and trust.

Each advert culminates with "Choose Chartered", a powerful call to action for commercial buyers, consumers, and the profession, recognising that Chartered firms are different, relevant and worth seeking out.

“ How else do you measure excellence? ”

On the stage, professionalism is under the spotlight every night.

In managing and transferring risk, we need partners whose dedication to quality is equally visible.

Chartered status is a very public statement of an insurance professional's belief in standards and a commitment to continuous improvement.

You know you're working with a business whose ethics match your own — people who can help you achieve spectacular things every night, every day.

I choose Chartered.

Jonathon Poyner

Jonathon Poyner
Director – Business Operations
Wales Millennium Centre

Chartered is the gold standard for the insurance profession.
Choose it for your business.
choosechartered.co.uk

CHOOSE CHARTERED

INSURANCE BROKERS
CII
CHARTERED

INSURERS
CII
CHARTERED

The Campaign

Consumer

The campaign plan for the consumer audience comprised a mix of newspapers and selected outdoor sites known for their relevance to the target segment of business decision influencers and wealthy individuals (ABC1).

Its aim was to achieve broad awareness through November 2015 to January 2016 in high density locations across the UK.

The creative treatments employed advocacy by clients of Chartered Firms explaining why they choose Chartered.

Advertising was supported by video case studies, editorial and online content.



See the work

Insurance Sector

In addition to the consumer campaign, we have worked with insurance sector media and the CII's own channels to develop awareness of the benefits of professionalism to the wider insurance sector.

The adverts use Chartered brokers' own words to describe the direct benefits that they have experienced.



See the work

The Campaign – Consumer

Outdoor Print Digital Customer interest



Placement

- 26 National rail stations
- 14 Tube stations
- 74 Buses – Edinburgh, Bristol, Birmingham
- 2 Airports – London City, Edinburgh

The Campaign – Consumer

Outdoor Print Digital Customer interest

“How else do you measure excellence?”

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Jonathon Poyner
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Chartered is the gold standard for the insurance profession.
Choose it for your business.
choosechartered.co.uk



CHOOSE CHARTERED

“Risks are not always obvious, professionalism is.”

Our business is as changing as the sea, and like the waves it contains many risks – some commercial, others affecting the lives of our people.


It's vital to have confidence in the advice of insurance professionals who have the technical knowledge to understand the issues and what's important to our business.

There's a lot riding on their knowledge and guidance.

I choose Chartered.



Andy Jones
Deputy Chief Executive
Port of Milford Haven



Chartered is the gold standard for the insurance profession.
Choose it for your business.
choosechartered.co.uk



CHOOSE CHARTERED

Placement

The print campaign featured in the following publications.

THE  TIMES

The Daily Telegraph

The Sunday Telegraph

CITY A.M.

The Campaign – Consumer

Outdoor Print Digital Customer interest

The Telegraph website homepage. The main banner features a portrait of Jonathon Poyner with the text "I choose Chartered." Below the banner are several news articles, including "Cameron's EU deal a 'slap in the face for Britain'", "Major Tim Peake's 'Cosmic Classroom'", and "Vote: Does Cameron's deal go far enough?". There are also social media links and a "Telegraph Frontpage Newsletter" sign-up.

Financial Times website homepage. The main advertisement for Chartered insurance features the headline "Chartered is the gold standard for the insurance profession. Choose it for your business." and includes the Chartered CII logos. Below the ad are news headlines such as "EU referendum: UK's outline deal released" and "ChemChina closes in on \$43bn Syngenta deal".

Placement

The online campaign targeted visitors to these web sites.

The Times The Telegraph IOD This is Money Guardian FT online

The Campaign – Consumer

Outdoor Print Digital Customer interest

In addition to advertising we created a 'Risk' supplement in The Times, highlighting innovation, public interest, and professionalism in insurance. The piece listed all Chartered Insurers and Insurance Brokers, and contained contributions from exclusively Chartered firms. Distributed to 200,000 readers, nationwide, during January.

Telematics helping save lives and costs
The anticipated surge in telematics adoption is set to happen, but new customer interaction could hold the key as technology evolves, writes Helen Wales

Top 10 business risks
Who amongst firms of large enterprises rising from 12 per cent in 1985 to 88 per cent last year are the top five worst off jobs of most concern to firms in 2016?

CATASTROPHE RISK
Sally R. Signe
The annual cost of natural catastrophes in 2015 was likely to reach \$120 billion. Of this total, approximately \$2 billion was covered by Insurers

7 RISK TRANSFER
The concept of risk transfer is becoming increasingly important for businesses. It involves the transfer of risk from one party to another, often through the use of insurance or other financial instruments.

8 POLITICAL RISK
Margaret Driscoll-Harmon-WEP
Insurers
"There's no doubt that the risk of the Brexit vote has increased the risk of political risk for businesses."

9 MASS MIGRATION & SOCIAL UPEHAVAL
Angela Purcell
"The migration of large numbers of people from one country to another is a major risk for businesses."

10 INTERNET OF THINGS™
The Internet of Things (IoT) is a network of devices that are connected to the internet and can communicate with each other. This technology is being used in a wide range of industries, from healthcare to manufacturing.

ISSUE 01 **RISK REVIEW**

The Risk Report

TOP 10 BUSINESS RISKS
Emerging risks of most concern to businesses in 2016

THE RISE OF THE DRONES
Insuring the upward trajectory of drones

PRODUCED BY **SAFONTEUR**

Diving deep into areas of difficult risk

Countering new risks in the tech era

66 Insurance can bring a new perspective and a clear role for the risk manager to add real value

Board has established policies on risk oversight and management

The Campaign – Sector

Print Digital Sector engagement

“Being Chartered isn’t for us... it’s for our clients.”

We’ve always had a culture of doing things right by our clients. We didn’t need Chartered to tell us how to behave.

But what it is doing is telling everyone else what they can expect. It’s a source of pride of course, but its real value is in attracting and retaining good business.

Why shouldn’t we all aspire to be Chartered?

I believe we should.

John Moore MBE
Chartered Insurance Broker
Chairman, Thomas Carroll Group Plc



Chartered is the gold standard for the insurance profession.

Choose it for your business.

choosechartered.co.uk

**CHOOSE
CHARTERED**



“We’re investing in talent, in the business and in the industry’s future.”

Commitment to learning and development is key to the future of my company, but also to the whole of insurance.

The real challenge is to build a business and an industry that’s sustainable, and that means educating talent.

We need high calibre technical training and we need to demonstrate that we’re professional and have it independently verified.

By being Chartered we’re making an investment in the future of Marsh and in the future of people – building a cadre of professionalism which influences and sustains the industry for the long term.

Individually it offers recognition, corporately it is evidence of our commitment.

Joe Grogan, Chartered Insurance Practitioner
CEO, Corporate Division UK & Ireland
Marsh

Chartered is the gold standard for the insurance profession.

Choose it for your business.

choosechartered.co.uk

**CHOOSE
CHARTERED**



Placement

The sector print campaign featured in these publications and reached an estimated 10,000 subscribers.

**Insurance
Times**

POST

The Campaign – Sector

Print Digital Sector engagement

POST
For all the latest insurance, broker and risk management news and insight

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“ Being Chartered isn't for us... It's for our clients. ”

Latest

Hefty FCA fines highlight importance of delegated authority chain controls
The £15.6m of fines handed to individuals and firms involved in the collapse of several unrated insurers operating in the...

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“ As a Chartered firm, we attract the pick of the talent. ”

Julie Waters
HR and Compliance Director
Thomas Carroll Group Plc

TOP STORIES

Zurich 'prepared to shrink' some businesses after scale of 2015 claims

Gallagher UK integration work will be 'nearly done' by year end

Gallagher full-year broking profit edges up 1% after Q4 drop

INNOVATION AND DISRUPTION

Innovation Blog: The Hype Cycle of Insurance Disruption

RSA to insure driverless pods in Greenwich trial
Aviva partners with parking app as insurers step up tech investment
FCA could probe insurers' social media data use – report

LATEST NEWS

Davies appointed claims partner by JRW
AXA sells Hungarian banking business

JOB OF THE WEEK

ASTON CHARLES

Briefing: FCA's £15.6m fine could...

Placement

Over the course of the initial campaign launch, multiple formats of online advertising were placed on targeted sector websites.

Insurance Times Post Magazine Insurance Age Insurance Hound

The Campaign – Sector

Print Digital Sector engagement

Three Insurance Times five-page special reports (October, November, December)

Sharing research demonstrating superior professionalism of Chartered firms:

- Survey undertaken on behalf of the CII illustrating superior customer outcomes for SME customers of Chartered firms
- Independent research by Insurance Times indicating superior Financial Ombudsman Service complaints experience
- Analysis of Insurance Times Broker Service Surveys indicating superior performance of Chartered insurers.

‘The Professional Debate’ Post + Insurance Age

‘Oxford Union’ style managed debate, with input from 57 senior brokers and insurers, and 6,653 page views and 74,217 email opens + print editorial.

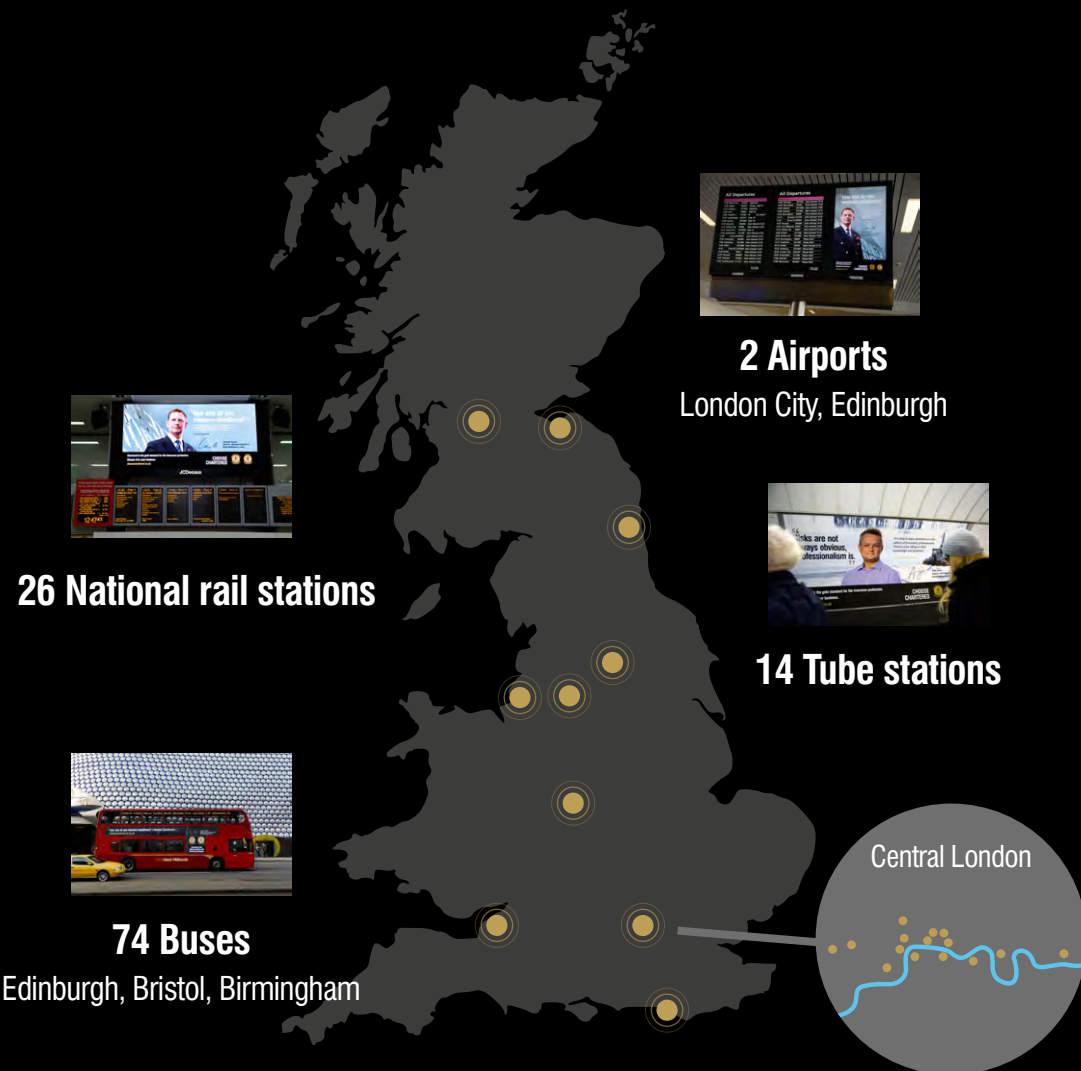
Successfully shifted debate from ‘Insurance will never be a ‘true profession’ to ‘We can be a true profession, and qualifications and ethical standards are the key’

The Journal

Sharing original CII research demonstrating the superior outcomes for SME customers of Chartered firms.



Impact



4 million
Total coverage
23.66% of all ABC1 Adults over the age of 35 (equivalent to 4 million) have, on average, seen this campaign 3 times.

2.9 million
National Press
17% of ABC1 Adults over the age of 35 (equivalent to 2.9 million) have, on average, seen this campaign 3 times.

1.4 million
Digital
8.5% ABC1 Adults over the age of 35 (equivalent to 1.4 million) have, on average, seen this campaign 3 times.

47%
Awareness of Chartered status in General Insurance.*

62%
Confidence that Chartered status is the best indicator of professional conduct.*

77%
Likelihood of choosing a Chartered firm (over a firm without Chartered status).*

*Based on a survey of 1038 HNW business directors or SME owners during January and February 2016.

Future plans

The initial impact of the 'Choose Chartered' campaign highlights the potential for developing public awareness and understanding; over time we will build on this to increase intent to actively choose Chartered firms.

During 2016 we will continue the campaign, with regular reviews of impact and effectiveness, reflecting on what we're saying and where we're placing our message.



Building recognition

During the second quarter of the year, we will select consumer press titles, digital platforms and outdoor sites to build on awareness achieved in first phase of the campaign.



Developing the Chartered story

As awareness builds we will broaden the message with new creative treatments. We will rotate outdoor media, and trial spots on broadcast radio.



Maintaining momentum

Continue with selected press, digital and outdoor sites, add insurance sector titles to playback to members and Chartered firms.

How to get involved

Share the campaign

The resources that we have created for the campaign can enhance the value of Chartered status for any firm, so we encourage all Chartered firms to consider where they could use them.

We will happily supply copies for use in the following formats:

- As advertising in your newsletters or magazines (PDF)
- Standard size web banners for use on your web site (GIF)
- Video for use on your website or in social media (MPG4)
- As an email footer to your communications (JPG)

And do share what you're doing with us and other Chartered firms by tweeting examples to [#ChooseChartered](#).

Resources

Having helped launch the campaign, we hope you will help in maintaining its momentum. We are delighted to make these resources available to you. Further resources can be found at cii.co.uk/chartered

A4 Press advert



Web banners

Leaderboard 728 x 90 pixels

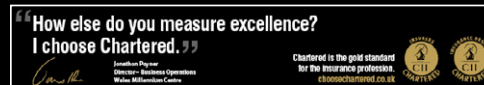
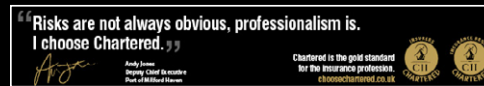


MPU 350 x 200 pixels



Email footer

600 x 100 pixels



Video



[Click here to download any of the above assets](#)

210 x 297mm