

AARTRIJK

Capabilities

2020

AARTRIIJK ('R-trike')

Our understanding and knowledge of the insurance industry, our experience in it, and our long-standing contribution to brand strategy and marketing-communications success are unparalleled.

WHY AARTRIJK?

Since we opened in 1999, Aartrijk has built a reputation as the most comprehensive marketing-communications firm in the insurance industry.

We help our business partners craft and tell their stories with strong and clear voices. We build awareness, understanding and appreciation of their brands among the people who matter. Our services include:

Research

- Market, Customer and Channel Research: qualitative and quantitative
- Brand and Image Assessment

Brand Strategy & Creative

- Brand Strategy, Tone of Voice and Messaging
- Naming
- Visual Identity

Marketing-Communications

- Content Development
- Social Media Marketing
- Creative and Collateral Design
- Web Design and Content
- Media Relations and Crisis Communications

ASKING THE RIGHT QUESTIONS

Typically, our clients seek to explore:

- What business partners (e.g. agents, brokers and commercial clients) are looking for in a relationship
- How their organization is perceived
- What benchmarks are important
- How to engage with clients and stakeholders
- What will encourage business partners to take action
- How to get to a deeper level of understanding to position for the future

With decades of experience in insurance industry branding and marketing challenges, the Aartrijk team is well positioned to discover insights to these critical questions.

EXAMPLES

For a Commercial Broker

Aartrijk created a thought-leadership campaign that includes a biweekly blog touching on six niche areas on a rotating basis. The target is the policyholder or risk manager. Educational topics include manufacturing, workers comp, construction, general liability, market trends, loss control and risk management.

For an Insurance Talent Outsource Leader

Aartrijk created the brand strategy for this startup. We then launched communications that included weekly and monthly activity and article placements in leading trade publications.

For a Surety Company

Aartrijk expanded a thought-leadership campaign with the carrier's subject matter experts that includes a blog posting every other week (rather than monthly). The result after six months' of Aartrijk's project management: 170% increase in views (from risk managers, contractors, agents and brokers).

For a Financial Institution

Aartrijk manages opinion leader communications for a niche bank focused on the insurance industry. Working with dozens of writers and editors, we have positioned the bank's leadership as champions of the future of independent agents and brokers on a range of business topics, including agency valuations and M&A.

For a Super-Regional Carrier

Aartrijk led the research and development of a complete brand refresh, to include messaging, visual identity, and agent communications.

TESTIMONIALS

“Aartrijk helped us lay the foundation for success by shaping a compelling story and communicating it effectively.” — *program administrator CMO*

“Your content is fantastic. I can’t say enough about it. You increased our blog post views by 170% in four months.” — *surety marketing executive*

“You guys work with people all across the industry. You have access to research we don’t have.” — *insurtech CMO*

“Thank you for being a part of our webinar. Your presentation and insight were perfect and the response has been extremely positive. We had close to 200 people on the call and I have received several emails and texts thanking us for putting this together.” — *carrier sales executive*

TESTIMONIALS

“Your writing is really great. On-target and engaging.” — *carrier executive*

“You helped me talk about the big issues and put my business idea in the right context in front of the right audience.” — *MGA CMO*

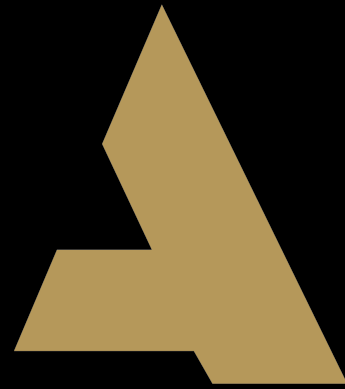
“You are able to leverage some tremendous media resources.” —
association executive

“I just listened to the webcast. You did a really, really good job. In a very simplistic way you gave some great information ranging from branding to value prop. Congratulations — great job.” — *retail agency principal*

“You’ve been an invaluable resource to the association and we count ourselves lucky to be able to call on you.” — *agent association VP*

CLIENTS WE HAVE SERVED





AARTRIJK

Thank you.

Fiona Berry Gray
fiona@Aartrijk.com

Laura Packard
laura@Aartrijk.com

Peter van Aartrijk
peter@Aartrijk.com

703.868.0144