
For immediate release

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RSA LAUNCHES COMMERCIAL INSURANCE MARKETING CAMPAIGN

A new marketing campaign that brings to life the critical role that insurance plays in protecting UK businesses when the worst happens to them has been launched by leading insurance company RSA.

The above-the-line campaign entitled 'The worst brings out the best in us' has been developed by RSA - the parent company of consumer insurance brand More Than - in partnership with Intermarketing Agency. It uses visually striking images associated with the common causes of commercial losses, from property-related damage caused by fire and flood to the growing threat to firms' data and reputation posed by cyber criminals.

To all the little things that conspire to become big things...

The imagery encapsulates how a seemingly small occurrence can become a serious threat to a business without the support of a trusted insurer partner to manage a claim and deliver first-class service before, when and after a claim is made. Centred around RSA's market-leading claims proposition, the campaign highlights the importance of having an insurer that steps in to provide business-critical support and claims service in a commercial customer's hour of need.

Filmed in Manchester, the campaign uses stills and a series of videos to be shared via digital and social media and distributed through broker and customer channels by RSA from the start of February. Watch the video here: www.rsagroup.com/claims

The campaign will also appear on billboard posters and digital outdoor displays in Bank, Cannon Street and Fenchurch Street stations as well as in the national and trade press.

Eliana Campochiaro, head of commercial promotions and campaigns at RSA, said: "Engaging businesses by demonstrating the essence of our insurance offering in a visually striking and perhaps provocative way has been an exciting project to work on with Intermarketing Agency and we are delighted with the response so far.

"We're very proud of this campaign, which really highlights the strength of our claims proposition. Businesses recognise that unfortunately things do happen and having a strong and trusted insurance partner in these

times makes the difference when it comes to getting back on track. We want our customers to know that we're on their side when claims occur and we are ready to deal with whatever befalls them."

Nickii Gray, managing partner at Intermarketing Agency, said: "We are proud to have worked with RSA for 12 years now, and we are thrilled to work so closely as partners and to take RSA's campaign activity to the next level.

A first-class claims service

According to the Broker Voice bi-annual sentiment survey of UK insurers*, RSA's commercial claims service leads the rest of the market.

RSA has been building its commercial claims proposition by introducing new technology and operating models to support slicker, more efficient service. The proposition includes in-house expertise and close supplier relationships to deliver a faster, more efficient claims service. The breadth of claims capability means RSA's expertise extends across rapid claims settlement of lower value claims to complex, major and global claims.

Karl Helgesen, UK & International claims director, RSA, said: "We take a holistic approach to managing risk and claims before, when and after they occur, working closely with brokers, partners and customers to support and protect their businesses.

"We are on a journey to becoming a best in class insurer, and our claims service is a differentiator for RSA. Our commercial claims department recently earned an 'outstanding' broker NPS, with brokers rating our claims capability and service number one and I think that is something worth shouting about."

For more information visit: www.rsagroup.com.

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Notes to editors

*A third of brokers responding to the Broker Voice survey state that RSA provides the best commercial claims service in 2017.

RSA claims team won the Major Loss Award at the 2017 British Insurance Awards.

Intermarketing Agency is a UK-based award-winning agency (Marketing Agency of the Year in the UK Agency awards 2017- Number 2 UK Agency in The Drum's Independent Agencies Census 2017; RAR Awards 2017 – Winners of Best for Client Service, Direct Marketing, Advertising and Value for Money)

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About RSA Insurance Group plc

With a 300 year heritage, RSA is a multinational quoted insurance group. RSA operates three core business segments: UK & International; Scandinavia; and Canada. It has the capability to write business in over 100 countries. RSA has around 13,200 employees with net written premiums of £6.4 billion in 2016.