



Becoming an Insurindex partner

Why become a partner?

AMBITION

Brand leadership is an essential part of your strategy: Insurindex provides the platform, intelligence and tools that ensure you will achieve success.

PROOF

Insurindex partners have exclusive access to data, third-party promotion spots and marketing licences.

EDUCATION

Insurindex partners benefit from leading edge thinking through workshops, insights and analytics, helping your teams to go from good to great.

ELEVATION

Create and deploy high impact communications, and leverage Insurindex assets and insights. Amplify content to your audiences using Insurindex.

Powerbrand partners

For Insurindex Powerbrand organisations*

In the box:

- Landing page
- Launch social media uplift
- Marketing effectiveness benchmarking
- Marketing workshops and events
- Exclusive access to reports and data sets, not in the public domain
- Four quarterly insight articles published on the Insurindex website
- Featured at high profile events including the Bermuda Risk Summit, Monte Carlo Rendezvous and BIBA Conference
- Benefit from our partnership with The Insurer
- Powerbrand logo and licence

Optional:

360 Consultancy
Insight films
Social media uplift package

Mission partners

For brokers, insurers & underwriters across the London, regional & international Insurance Markets

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Insight films
Social media uplift package

Innovation partners

For service providers, Insurtech and professional services businesses

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Optional:

360 Consultancy
Insight films
Social media uplift package

Working together

1. Working with you to define the optimal ways to support you and maintain your brand position in the specialty market.
2. Setting a strategy and roadmap to build engagement and collaborations with specific target audience segments that suit your themes and target markets.
3. Insurindex showcasing your brand and its themed campaigns in alignment, using independent data-driven content.
4. Supplement Gracechurch research with third-party data sources, brand channel engagement and marketing effectiveness tracking. Measure success against agreed KPIs.

We will build your own bespoke landing page on Insurindex where we can put your insights, supplemented data and film content.

Each landing page gets a bespoke URL to use for your marketing and back-linking purposes:
www.theinsurindex.com/companyname

Arch Insurance International

Arch Insurance International is part of Arch Capital Group Ltd. (ACGL) an S&P 500 company with over 5,000 employees. In 2022, as at 30 Sept, ACGL's GWP stood at \$14.4bn.



8 BRAND RANKING **42% SHARE OF BUSINESS**



Arch is highly ambitious and central to its strategic growth and success is a long-term commitment to investing in its brand. As an Insurindex PowerBrand Partner, Arch is committed to setting a target, measuring progress and using Insurindex to showcase its brand objectively.



The Gracechurch evidence shows that all the Arch businesses have a building reputation, improving service delivery and clear risk appetite for brokers. Typical views from brokers are positive: "Collaborative approach with brokers with an emphasis on relationship development. Established market leader."

In service terms Responsiveness stands out: "On response times Arch is the best in the market by a country mile."



In the 2023 London's Leading Underwriter report, Arch was awarded the Fastest Riser award in recognition of being the insurer which has made the greatest improvement to its underwriting service over the past 12 months.

Arch was also shortlisted for both the overall and female bench strength leader categories, with 23 different Arch underwriters nominated for being respected leaders in the market.

James Mecham took overall winner as London's Leading Underwriter James Croome was also listed as a nominee in the overall London's Leading Underwriter category, making Arch one of only four London Insurers with more than one person shortlisted for the overall category.

Arch were shortlisted for the most nominations in each of the following business line: Accident & Health, Energy, Casualty, Fine Art & Specie and War & Geopolitical Risk.

Our Brand Promise



Pursuing Better Together encapsulates how we do business at Arch Insurance. It is an approach that is based on collaboration, responsiveness and a genuine commitment to continually raising the bar.

- It is our promise to our brokers, colleagues and other partners to:
- Listen, share insights and work together to deliver informed solutions.
- Build trusting, respectful and responsive relationships.
- Understand your goals and explore possibilities together.



Hugh Sturges
 Chief Executive Officer, Arch Insurance International
 Hugh Sturges was appointed Chief Executive Officer, Arch Insurance International in January 2019. In 2005, Mr. Sturges joined Arch Insurance Canada's Executive Assurance division, where he had responsibility for establishing management liability and professional liability product lines in Canada and most recently served as President and Chief Executive Officer of Arch Insurance Canada Ltd. Mr. Sturges has held various roles in the financial services industry including as a Senior Analyst with

Arch in five

- 1 Arch's market share has more than doubled since 2021, with especially strong growth in Energy
- 2 Arch stands 5th in Casualty underwriter bench strength in London's Leading Underwriters 2022, with James Mecham ranked 3rd of all the individual underwriters nominated.
- 3 Arch is three times more likely to be shortlisted for new business in 2022 vs 2021; one of the fastest growing insurers in terms of broker consideration
- 4 Arch is the fastest improver in the whole market on 'Net Promoter Score' (broker recommendation) in 2022, up 36 points and among the market leaders for NPS
- 5 Arch improved significantly on all broker service ratings in 2022, with particularly strong ratings for Relationships and Knowledge.

News



Congratulations to **James Mecham** of Arch Insurance International for achieving the London's Leading Underwriter 2023 award!

This award is presented to the individual with the highest number of nominations from both brokers and underwriters across the London market over the past year.

A huge congratulations to all the winners of the London's Leading Underwriter 2023 Awards!

Arch people

Thirteen underwriters were named in Gracechurch's 2022 London's Leading Underwriters Report, four in the top 50 and James Mecham in the top ten of all brokers as well as in the Casualty top 5.



James Mecham
 Casualty
 "Very well respected, liked and known in the market."

Beazley

Founded in 1986 as Beazley, Furlonge & Hiscox, Beazley was created in 1992 when Andrew Beazley and Nick Furlonge bought the business out. Since then the firm has grown into a US\$50m+ international specialty insurance group. The business is still UK listed without a parent company.



3 BRAND RANKING **53% SHARE OF BUSINESS**



From the early roughcuts, when Beazley placed a webcam on the box at Lloyd's it has built a reputation for innovation and for standing out from the crowd. It always has something new going on, such as its recent establishment of the first cyber catastrophe bond, and being at the forefront of cyber insurance products and services. The business has sought to bring the concepts of innovation and great design to its brand. It places a strong emphasis on people, and its values of 'Being bold', 'Striving for better' and 'Doing the right thing' underpin its strategy. This approach has been at the heart of the firm since it was founded, and its culture is still referred to today in reverential terms by market participants young and old.

Beazley has built a truly differentiated specialty insurance brand, with the departure of Andrew Horton, its longstanding CEO in 2021, and a seamless transition to Adrian Cox as CEO. The group is growing fast, and today it has over USD\$1bn in gross written premium, over 1200 staff and 23 offices across the world. The big question is where next for a business that never fails to surprise?

Insurance, Just Different

Back in 1986 when we began, the US liability insurance market was in crisis. Things weren't looking good. Not the best time to start a business, you might think. But at Beazley, we see every risk as an opportunity to do things differently.



Adrian Cox
 Beazley CEO
 Adrian began his career at Gen Re in 1993 writing short tail facultative reinsurance before moving to the treaty department in 1997, where he wrote both short and long tail business specialising in financial lines. He joined Beazley in 2001 where he has performed a variety of roles, including underwriting manager, building the long tail treaty account, managing the private enterprise teams, and the large risk teams before taking responsibility for Specialty Lines in 2008. He became Chief Underwriting Officer in January 2019, and was appointed Chief Executive Officer in April 2021, and he sits on both the Beazley Furlonge Ltd and Beazley Pic boards.

Beazley in five

- 1 In the 2023 London's Leading Underwriter report, Beazley received the overall bench strength award for the third year in a row.
- 2 In 2023, Beazley was awarded the Service Quality Marquee for its outstanding Claims performance for the 7th year running, with a good performance in all business lines and leading the market in War & Geopolitical risks.
- 3 Among placing/ producing brokers, Beazley ranks 1st for future consideration to lead or co-lead good quality new business.
- 4 In Gracechurch's research, Beazley is rated as providing one of the best on-site experiences for the broking community.
- 5 Beazley leads the market as an employer with the highest ranking in Gracechurch's Employer Brand Index, conducted among underwriters, claims professionals and other insurance professionals.

News



London's Bench Strength Leaders 2023
 With the most nominations across its underwriting team, we would like to congratulate Beazley for achieving the London's Bench Strength Leader 2023 Award for the fourth time in a row. A title well deserved!

Insights

Top Marine players in the market by usage: highlights from Gracechurch's London Insurers Monitor 2023



London's Leading Marine Underwriters 2023: top ranked underwriters



Beazley people



Bob Duane
 Chief Underwriting Officer
 An industry veteran with over 30 years of underwriting leadership experience, he

Partnership workflow

Establish partnership

Process

- Onboarding and business positioning (inc. licensing agreement)
- External communications to announce partnership
- Landing page created and marketed
- Option of uplifted content for your landing page
- Option to uplift partner positioning via social media campaigns to partner agreed target audiences

Themes

- Identify and agree overall objectives
- Consultancy and scoping 'wants and needs' workshop (1/2 Day)
- Set 'collaboration' theme #1: e.g. **'Talent, claims or technology'**
- Deliver #1 theme paper
- Explore relevant links with other partners/organisations
- Agree any additional bespoke deliverables
- Set and agree roadmap of activity

Bespoke options

Bespoke:

- Creation of additional themes
- Additional research (e.g. Focus groups)
- Access to other data sets and reports
- Consultancy
- Proof of concept
- Think tanks, round tables and workshops
- BD support and lead gen
- Marketing support

Powerbrand partnership annual subscription

For Insurindex Powerbrand organisations

In the box:

- Onboarding and business positioning (inc. licensing agreement)
- Press release to announce innovation partnership
- Landing page set up
- Option of uplifted content for landing page
- Option to uplift partner positioning via social media campaign

Workshop:

- Identify and agree overall objectives
- Consultancy and scoping wants and needs workshop (one day)
- Set 'collaboration' theme #1: eg. 'Claims Challenges and Solutions' or 'talent'
- Deliver #1 theme paper and agree
- Explore relevant links with other partners/ organisations
- Agree additional deliverables and additional themes eg. E.trading
- Set and agree roadmap of activity

Cost quoted is per annum and subject to contract and License/IP agreement. Prices quoted are subject to VAT at current rate unless for export outside the UK and agreed in writing

12 months **£16,000** + VAT

Bolt-ons

Content creation programme

Using the chosen theme we can build a content programme to position and align your brand using data as supporting evidence:

Uplifted bespoke content creation four x films and four x insights per annum

An independent and objective voice to support your brand

Interconnectivity with 'The Insurer' content that can also be hosted on your landing page and amplified using our social outreach tools

4 x insights **£included**

+4 x insights **£3,600**

+4 x films **£12k + VAT**

Social media outreach

In addition to the organic content that Insurindex will push for your brand we can target specific audiences with your content:

Target by location, job title, seniority, company, specialism or interests

We can upload your lists of individuals or companies to target with content on social media

We provide an end-to-end tracking solution to monitor performance from social posts through to website UX

Three month uplifted content distribution to an audience of up to 10,000 **£6.5k + VAT**

Bolt-ons

Partnering with The Insurer

Content partnering with The Insurer (<https://www.theinsurer.com/>) to align and share content and content distribution.

As a strategic partner with The Insurer, we can also uplift your content via The Insurer social media channels to chosen audiences, and we can also feature Insurer TV on your Insurindex landing page.



£ Available on request

Brand tracking

Brandwatch is one of the world's leading brand tracking workbenches allowing you to understand key brand measurements.

We will build a dashboard for brand tracking using Brandwatch (with LinkedIn connectivity) combined with other leading tools to provide monthly or quarterly reporting on brand, engagement and sentiment tracking.



Per month **£600** + VAT

One per quarter **£900** + VAT



Insurindex

Gallery: The last 12 months

Tim Rayner
Chief Executive Officer

As chief executive officer and president of Solutions at Verisk, Tim Rayner drives design and delivery of experiences to client members. He works to increase understanding and connections between these two groups with integration they require, technical or otherwise.



Our powerbrand partners

For Insurindex Powerbrand Organizations as ranked in the top 20 of our London Market Specialty Brands Index.



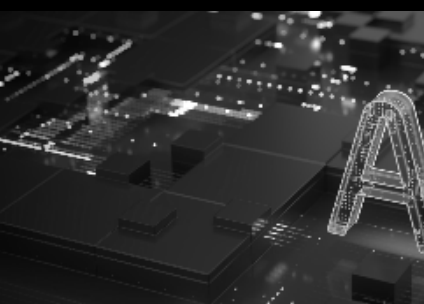
Why brand-building is essential to growth

Liberty Specialty Markets
36,575 followers

We're honoured to receive the #1 ranking in the 2023 London Market Brand Index. The ranking, conducted by independent research from Gracechurch Consulting, utilises over 20,000 data points from a number of reports...

2023 London's Leading Brands

www.theinsurindex.com



Chatting with GPT By Peter Mansfield



Insurindex
772 followers

In case you missed it, we've revealed the top #insurance leaders in the #LondonMarket. ...see more

Insurindex

The brand power index for the insurance market

Liberty Specialty Markets ranked first in prestigious London market index by Insurindex - Liberty Specialty Markets

The brand power index for the insurance market

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Are you an Adidas, Nike – or perhaps a Prada trainer (sneaker!)?



01 Liberty	02 AXA XL
03 Beazley	04 QBE
05 Chubb	

What makes a good Marine underwriter?

Additional capabilities

Spotlight

A bespoke company Spotlight profile on Insurindex:

- Content curated by our content writers
- A mix of overview, key people, video content, rankings and Gracechurch data can be presented on the page
- Social media promotion of the page via Insurindex channels
- Unique URL (www.theinsurindex.com/yourcompany) to allow marketing of the page
- Back-link to your website
- SEO optimised
- Use of the spotlight branding



Insurindex
The brand power index for the insurance market

Mosaic Insurance

Mosaic is an insurance global specialty assets, focused by industry leaders M&B and M&W. An underlying context, Mosaic is driving the digital transformation, with technology and a new structure that combines Liberty of London through with traditional casualty, along with a focus on risk prevention and controlled power capital with the most complex risks around the world.

47 BRAND RANKING | **1% SHARE OF BUSINESS**

Mosaic in five

- 1 Shortlisted among insurers that have made the greatest improvement to their performance over the past 12 months in the 2023 London's Leading Underwriter Report
- 2 Received multiple commendations for customer service in both British Venture and Professional & Financial Lines
- 3 Mosaic mentions as both a top place to work and as top overall London insurer in Gracechurch's proprietary reports
- 4 Mosaic's claims service is rated well above the market average in each of the main line dimensions, including Speed and Responsiveness
- 5 Claims have a net NPS of 10, the highest score in the industry, a testament to the insurer's customer service and the wider community which grades their networks, networks, and knowledge

News

Michaël Breen
Co-Founder & Co-Chief Executive Officer
Michaël has been 10 years of accomplishments in an insurance industry and co-founded Mosaic in 2011. He has worked for two years in 2008, he joined Liberty of London in 2011. Mosaic is a global property & casualty insurer with more than 100 employees in 14 markets. Michaël has been, including CEO of Mosaic, the CEO and COO of London, Bermuda, and other positions was occupied in Liberty of London. He served as chief financial officer. Michaël was previously at Liberty of London and M&W.

Social Media campaigning

Three optimised posts, written in collaboration with our team of content and social media experts.

Audience

Tell us exactly who you want to reach and let us do the rest.

How many

- Examples:
- Reach 2,000 Senior Insurance Brokers in London
 - Reach 750 Casualty Brokers in London with targeted communications
 - Reach 1,200 Cyber Underwriters in the UK
 - Reach 800 Underwriters in North America
 - Reach 600 C-suite Insurance Executives in Bermuda

750 potential LinkedIn members reached

INCLUDE
People with **English** as their profile language in:
London Area, United Kingdom

AND who meet ANY of the following criteria:

Job Titles (Current)
Insurance Broker

AND who meet ANY of the following criteria:

Member Skills
Property and Casualty Insurance, Casualty Insurance, Casualty Claims

Brand and marketing workshops

Insight & knowledge

Exclusive marketing effectiveness research that you can take away and apply to your business. Facilitated sessions on brand development, communications and research.

Expert advice

Insurindex sessions will bring in experts who will lead practical sessions on the latest approaches in marketing and brand development.

Brand and campaign tracking tools

Access to global brand and sentiment tracking tools and dashboards. Insights and engagement tracking available for all communications and social channels.

Sharing best practice

Become part of an exclusive community of like-minded professionals who share a common vision.



Dynamic content

Production

Work with our experienced content writers and videographers to produce a professional asset that will get your message heard, in a more creative way and deliver better results.

Distribution

We will deploy the top digital marketing and social media teams from Brandex to deliver on your objectives for each film.

Metrics

You will receive regular updates from us on who is watching, what and when, so you have all the insights you need to make it count commercially.



www.theinsurindex.com

Insurindex 

Powered by  **Gracechurch.**