

HAI Group

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Corporate Positioning & Identity

Single Most Compelling Idea

“HAI Group is the **largest** and **most comprehensive** provider of insurance, risk management, consulting, research and training services for Public and Affordable housing in the US, they are **easy** to work with and can be **trusted** to do what they say they will do.”

Tone Words

We based our tone words for HAI Group off of the Desired Brand Personality and evolved them further to render our message towards agencies and independent agents.



Consumer Profiles



Mark Richards

Male • White • 45 years old

Bachelor's Degree

Married, Three Kids

Mark is a busy man with three kids. Recently, his friends Tod and Mary decided to buy a property to rent as affordable housing but they need insurance, so they contacted Mark to help. Between dance classes and soccer, he's struggling to find time to do all the research he needs to be able to help his clients to the fullest.



Isabel Casillas

Female • Latina • 32 years old

Master's Degree

Single

After spending years in a separate field, Isabel was ready for a career change. With a passion for affordable housing and insurance, she wants to be able to help all of her clients find the best policies. However, being so new to the industry, she's not exactly sure where to start and needs some guidance.

Rationale

Our approach to the HAI Brand based on the briefing, main idea intended personality is all encompassed under the following rationale:

“HAI is a reliable toolkit, rendered by experience, that provides all that entities and independent agents need to support their clients with ease and confidence. HAI, its products, and its services enter their daily lives and tasks in a supportive, clear, accessible way, so they can pay similar excellent service forward to their clients.”

Company Logo

We have opted to update the HAI logo in line with its new Brand Positioning and Identity. We do recognize the legacy and heritage of the original logo, as its Pinwheel design made of four of the Companies' original H symbols represent the unity between them and their Members.

However, we find the message of unity to be slightly lost in today's design translation, as the four stacked asymmetrical pieces come off retrospectively as complex and lofty. The emphasis on points and sharp edges could also be read now as aggressive and overbearing. The font that appears serified in some locations and sans serified/indented in other places carry inconsistency along with a dated tone.



Company Logo

Our newly proposed logo carries, updates, and strengthens the original design's theme of unity between Company and Member alike. The inner symbol is a very loose abstraction of H, A, and I, uninterpretable to the viewer but creates its own distinct icon. The emphasis on circle, the most universal symbol for unity, ties together the symmetry between the reversed sides.

The result is a versatile graphic that looks as distinctive as it can be decorative, used as a seal for the company that is easily reproducible on any design and material, and can be used as a strong background element to cement the brand throughout. This is HAI designed for the modern-day competitive scene.



Strategic Pillars/Headlines

THE TOOLS YOU NEED.

MORE THAN INSURANCE.



For You. For Them.

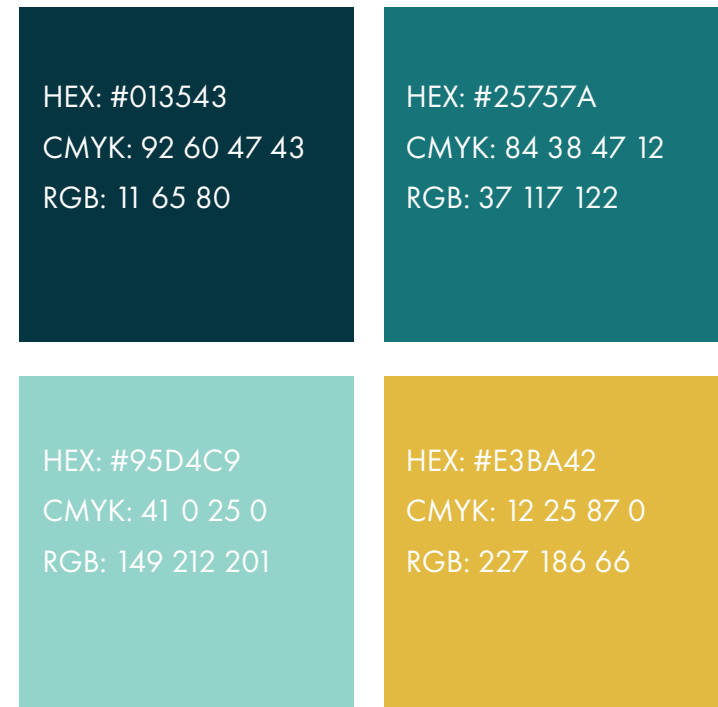
Color

We found HAI's website color palette to be rather stock and limited. A royal blue and light green is commonplace and suitable for the insurance industry, but the saturation levels and value contrast of HAI's are ill befitting for the tone and give the website a template feel.

In our rebrand, we kept the essence of blue and green but shifted the hues slightly into a gold and three variations of teal. This new color scheme is dynamic and versatile while still reserved and unified, maintaining an air of sophistication with a touch of vibrancy. This ensures that HAI expresses itself as formal, but personal enough to be part of customers' daily lives.



ORIGINAL COLOR PALETTE



UPDATED COLOR PALETTE

Typography

Our typography and general aesthetic continues to express HAI's tone of commitment, accessibility, and richness of knowledge.

Our main headline font, Futura, is clean and flexible, able to express statements boldly for instant advertisement reach in all caps, or get to the point clearly in more restrained headers. Avenir is especially delicate and tranquil, able to express significantly larger or significantly smaller statements in a sophisticated manner.

Primary Headline.

Futura Medium, low caps

STYLE HEADLINE #1

Futura Medium, all caps

STYLE HEADLINE #2

Avenir Next Ultra Light

Body copy

Futura PT Book

CALLOUT

Avenir Next Regular

Style

Decorative elements have a flat geometric focus, especially on thin lines and rectangles that are enlivened by use of the varied four colors at our disposal. Color overlays on photography and sparing uses of transparency keep the brand's style unified, dignified, and approachable.



Re-Branding Strategy

The updated Brand Identity, with or without a new logo, would need to be implemented quickly and widely so as to not clash with the original. In the first year, we would focus on HAI's priority areas to implement the brand both inside and outside the company, making it known to employees and customers alike.

We are not fully aware of all of the physical items and locations the original HAI logo and identity are currently displayed, so we would set aside part of our budget to work closely with the company to determine those initial priorities, and work annually for any future re-branding activities as needed.

For an example, we designed a mock-up for a potential re-commission of HAI's outdoor sign.



Outdoor Sign



Merchandise/Stationery



Online Presence

Website Redesign

While the original website functions well, a redesign would help push the brand over the edge. With a modern, sleek design, the website shows that HAI isn't afraid to adapt to the new design scene. In an ever-changing society, it's important for HAI to demonstrate their flexibility.

The website is the first look users have into a company. It is important to make a good first impression.


Original Website

It's great to introduce yourself! But show what you can do for them first.

The 'above the fold' content is the most important. Finding a way to get users to interact with the rest of the website is crucial.

Blog

Report a ClaimCareer CenterMember LoginContact Us

HAI Group


INSURANCETRAININGCONSULTINGRESEARCHRESOURCESABOUT US

Welcome to HAI Group. Member-owned and nationally recognized, we're known for pioneering insurance programs for the public housing and affordable housing markets. While insurance is a core strength, it's not our only strength. Watch this video to learn more about what we do at HAI Group.

Watch Now

2022 Loss Prevention Fund—
Now Accepting Applications


HAI, Inc. has set aside \$2 million in 2022 to reimburse eligible members for their risk management investments. To be considered this year, apply by May 31, 2022.



Learn More

2022 Resident Scholarship
Program


We're now accepting applications!



Apply Today

Go on the Offensive Against
Cyber Threats


Cyber criminals are ramping up attacks on housing organizations. View our free training and other resources designed to help you protect your systems. (There's plenty you can do to thwart these attacks!)



View Resources

HAI Group in the News

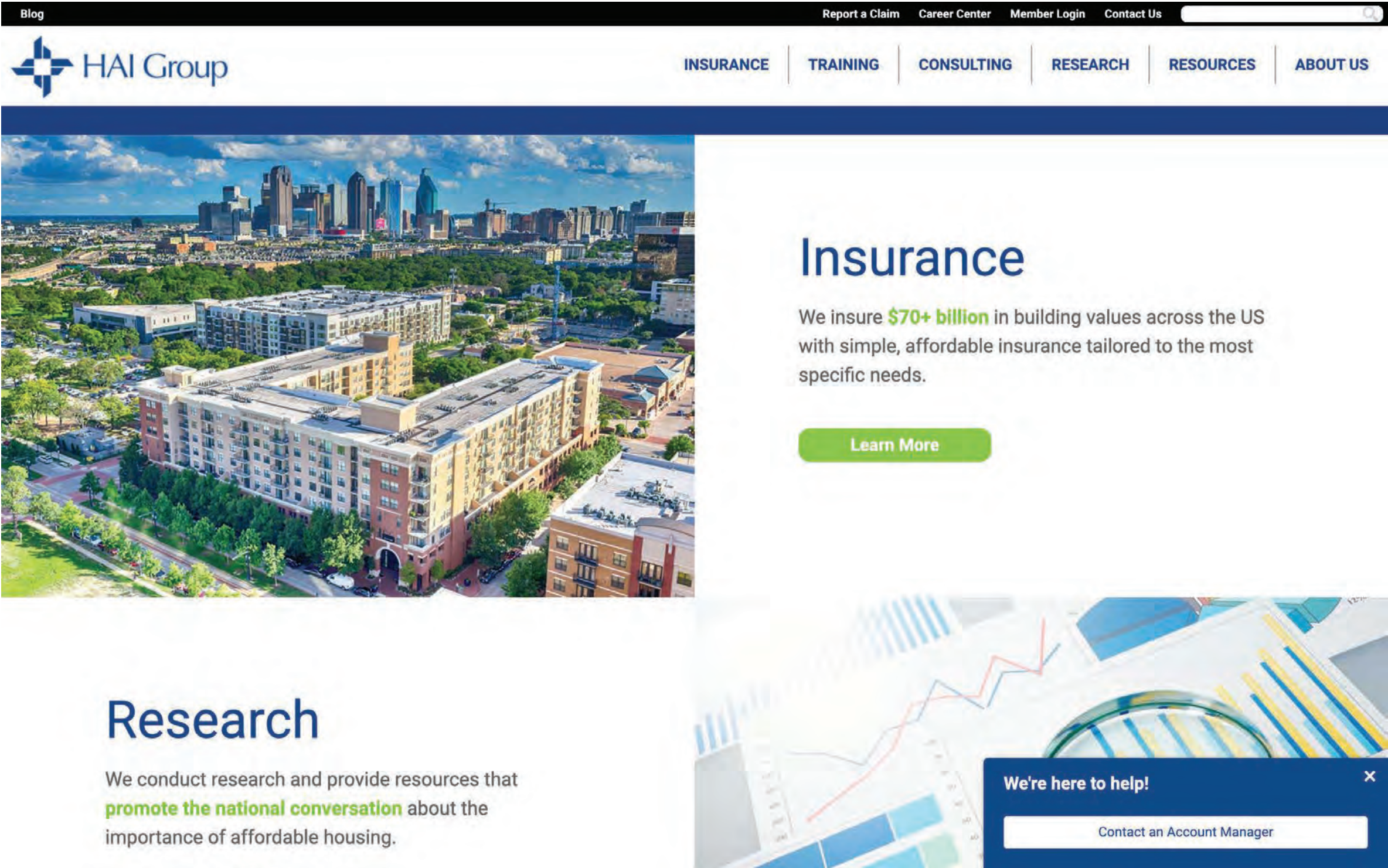
HAI Group President and CEO Ed Malaspina talks to Risk & Insurance about HAI Group's history and close connection with the state of Vermont.



Read More

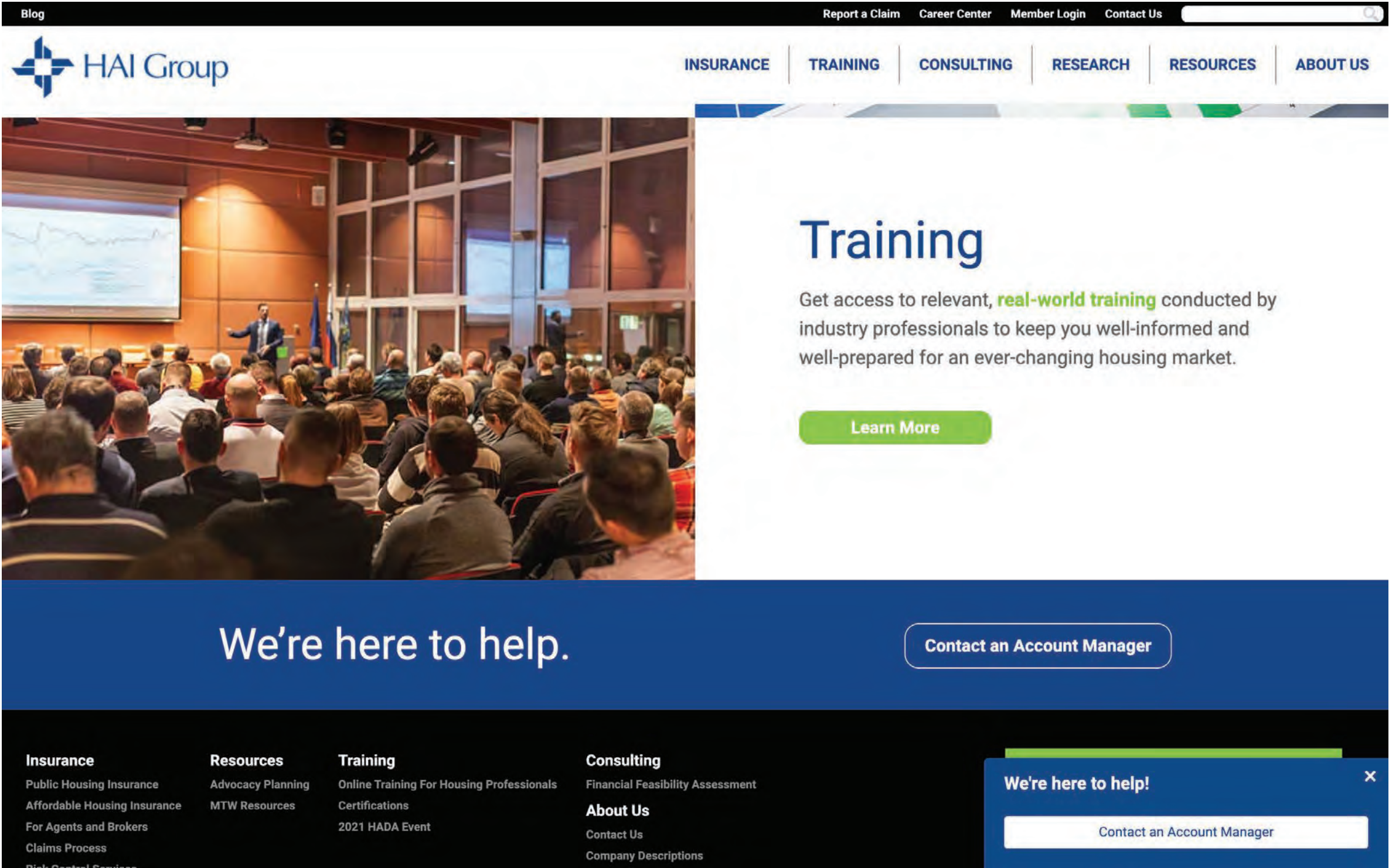
Original Website

Constant scrolling makes information difficult to read. An alternating grid system is hard on the eyes.



Original Website


The tagline and the 'call to action' are too low in the website.



Original Website

Blog

Report a ClaimCareer CenterMember LoginContact Us



INSURANCE | TRAINING | CONSULTING | RESEARCH | RESOURCES | ABOUT US

Insurance
Public Housing Insurance
Affordable Housing Insurance
For Agents and Brokers
Claims Process
Risk Control Services

Resources
Advocacy Planning
MTW Resources

Training
Online Training For Housing Professionals
Certifications
2021 HADA Event

Consulting
Financial Feasibility Assessment

About Us
Contact Us
Company Descriptions
Executive Management Team
Board of Directors
Annual Reports
Awards and Contests
Career Center
News and Media Center

Report a Claim
Become a Member
Online Privacy Policy
Terms of Use
FAQ

Risk management, insurance, and professional development tips exclusively for the affordable housing industry, delivered to your inbox weekly.

Join thousands of other housing professionals who look to HAI Group for up-to-date information and advice.

First Name*

Last Name*

Email*

protected by reCAPTCHA
Privacy - Terms

Sign Me Up!

HAI Group® is a marketing name used to refer to insurers, a producer, and related service providers affiliated through a common mission, management, and governance. Property-casualty insurance and related services are written or provided by Housing Authority Risk Retention Group, Inc.; Housing Authority Property Insurance, A Mutual Company; Housing Enterprise Insurance Company, Inc.; Housing Specialty Insurance Company, Inc.; Innovative Housing Insurance Company, Inc.; Housing Investment Group, Inc.; and Housing Insurance Services, Inc. (DBA Housing Insurance Agency Services, Inc. in NY and MI). Members of HAI Group provide commercial property and casualty insurance to affordable housing organizations, public housing authorities, and related entities. Not all products are available in all states. Coverage is subject to the terms of the policies actually issued. A risk retention group or surplus lines insurer may provide certain coverages. Risk retention groups and surplus lines insurers do not participate in state guaranty funds, and insureds are therefore not protected by such funds if insured by such entities. For a complete list of companies in the HAI Group family visit www.housingcenter.com.

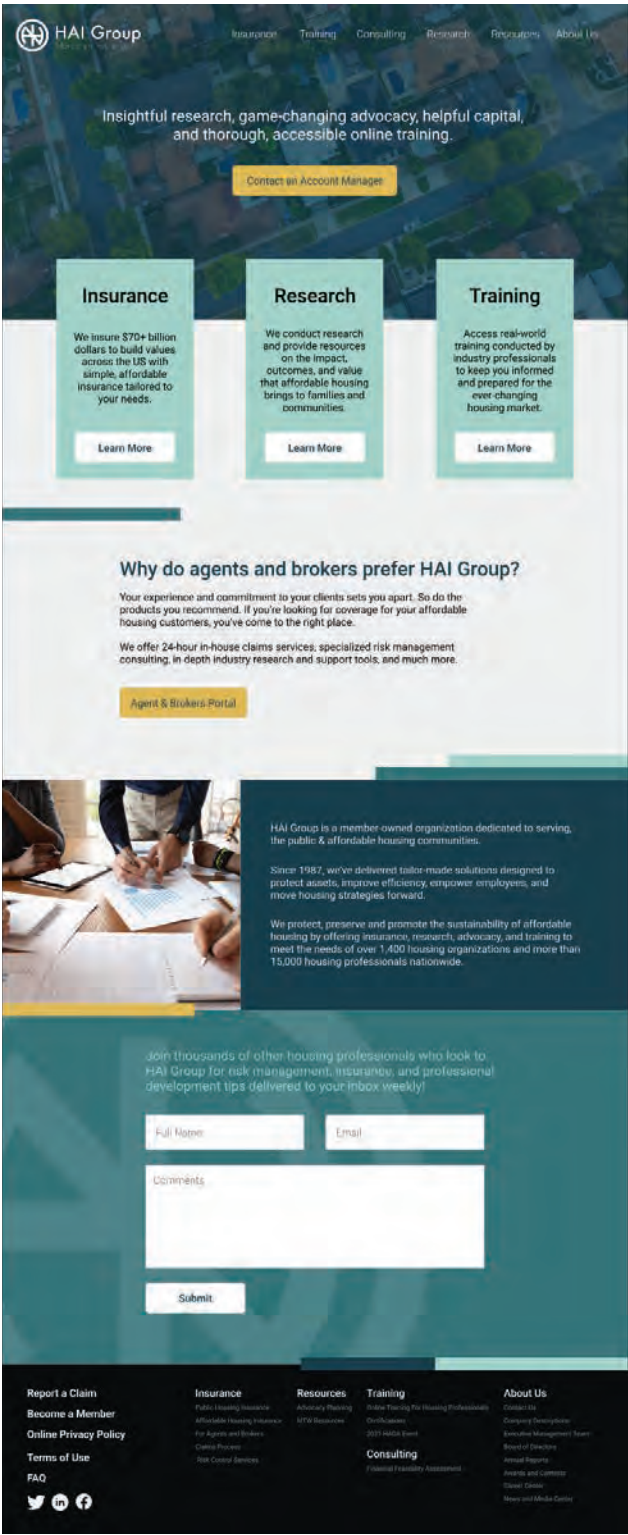
We're here to help!

Contact an Account Manager

The footer is very large due to the contact form.

Website Redesign

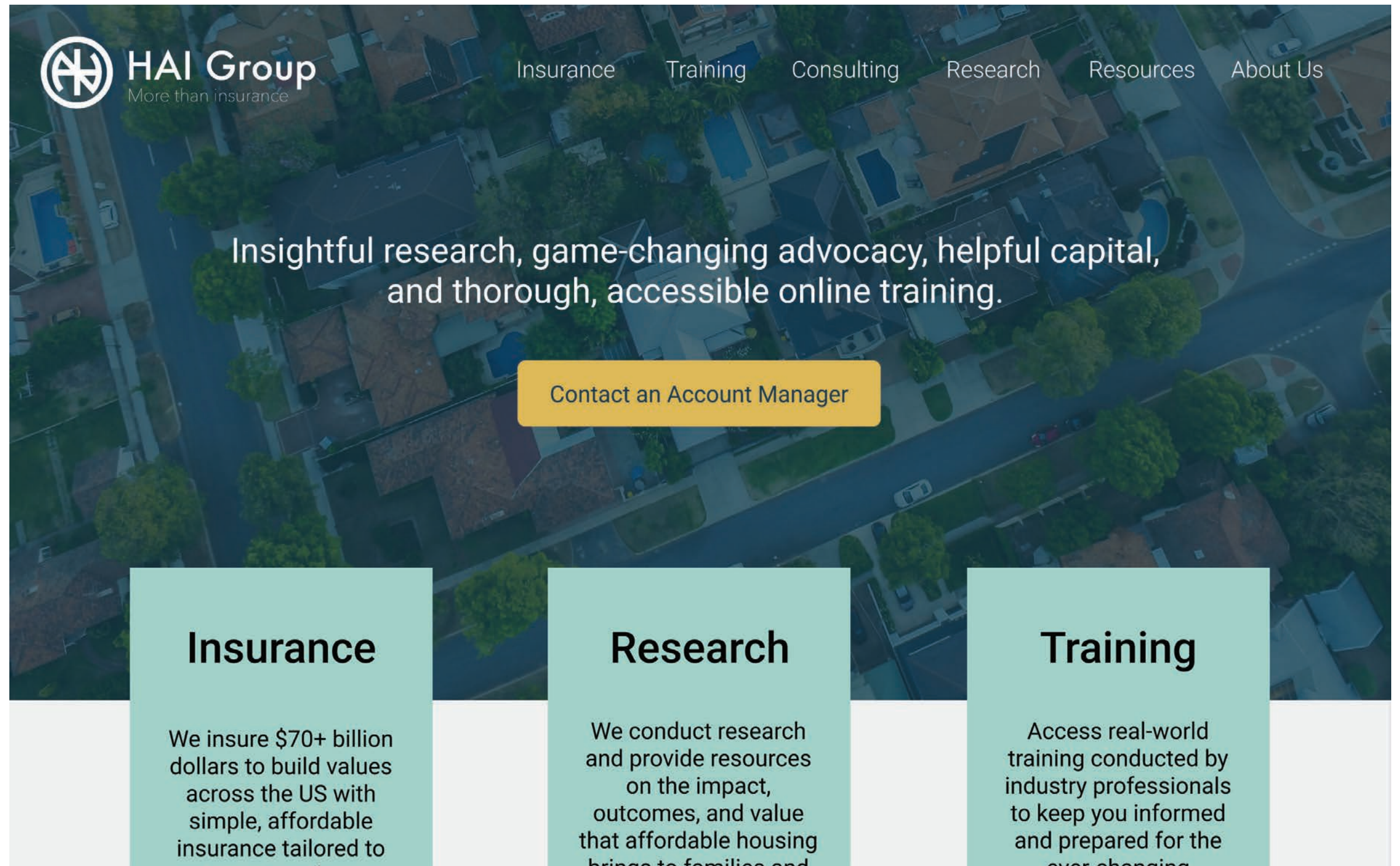
For our proposed redesign, we want to tackle these issues and help users find their information in the most efficient way possible.



New Website

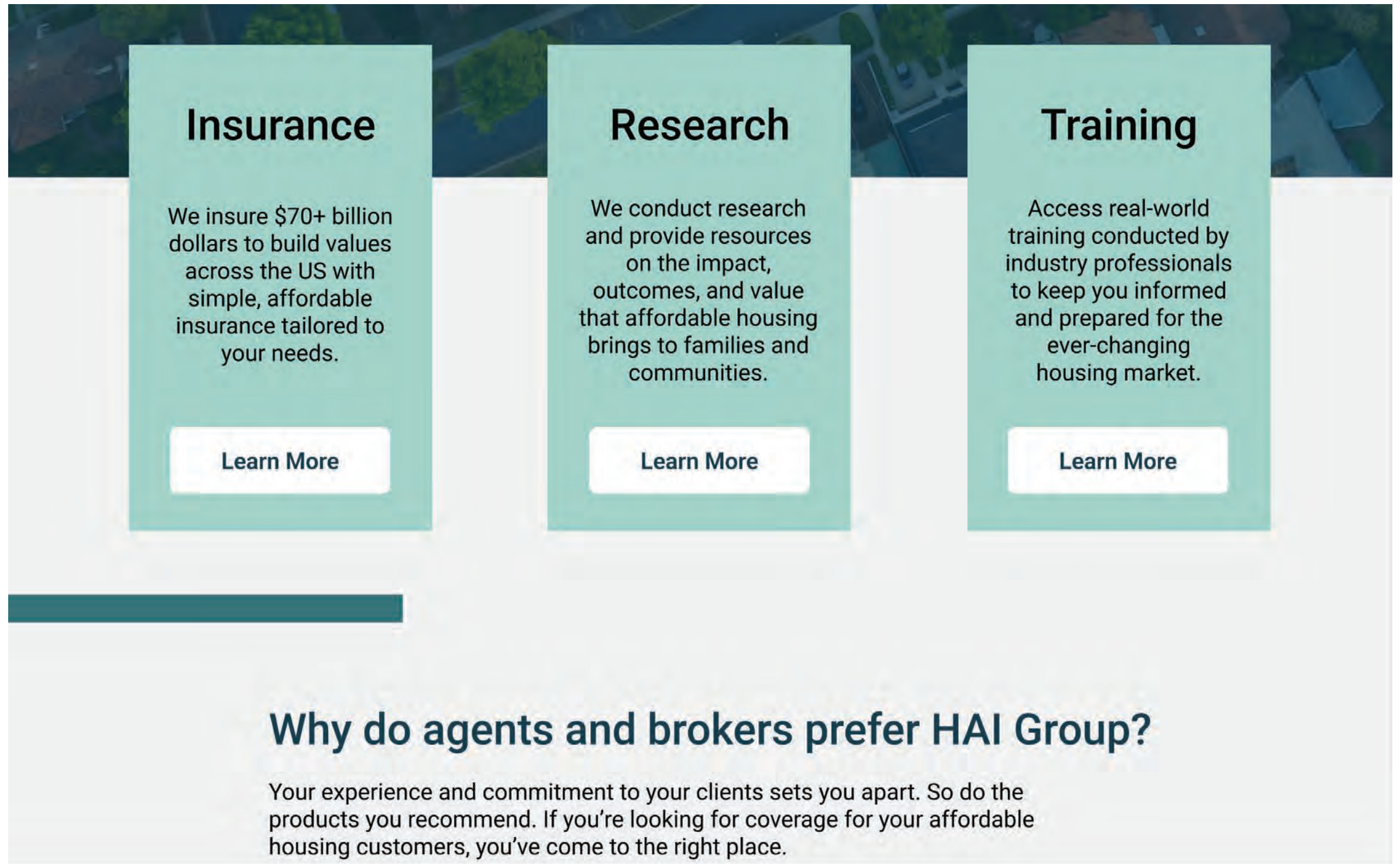
The new header focuses on what HAI would do rather than who they are.

The calls to action are placed above the fold as a way to engage the users and convince them to look more into the site.



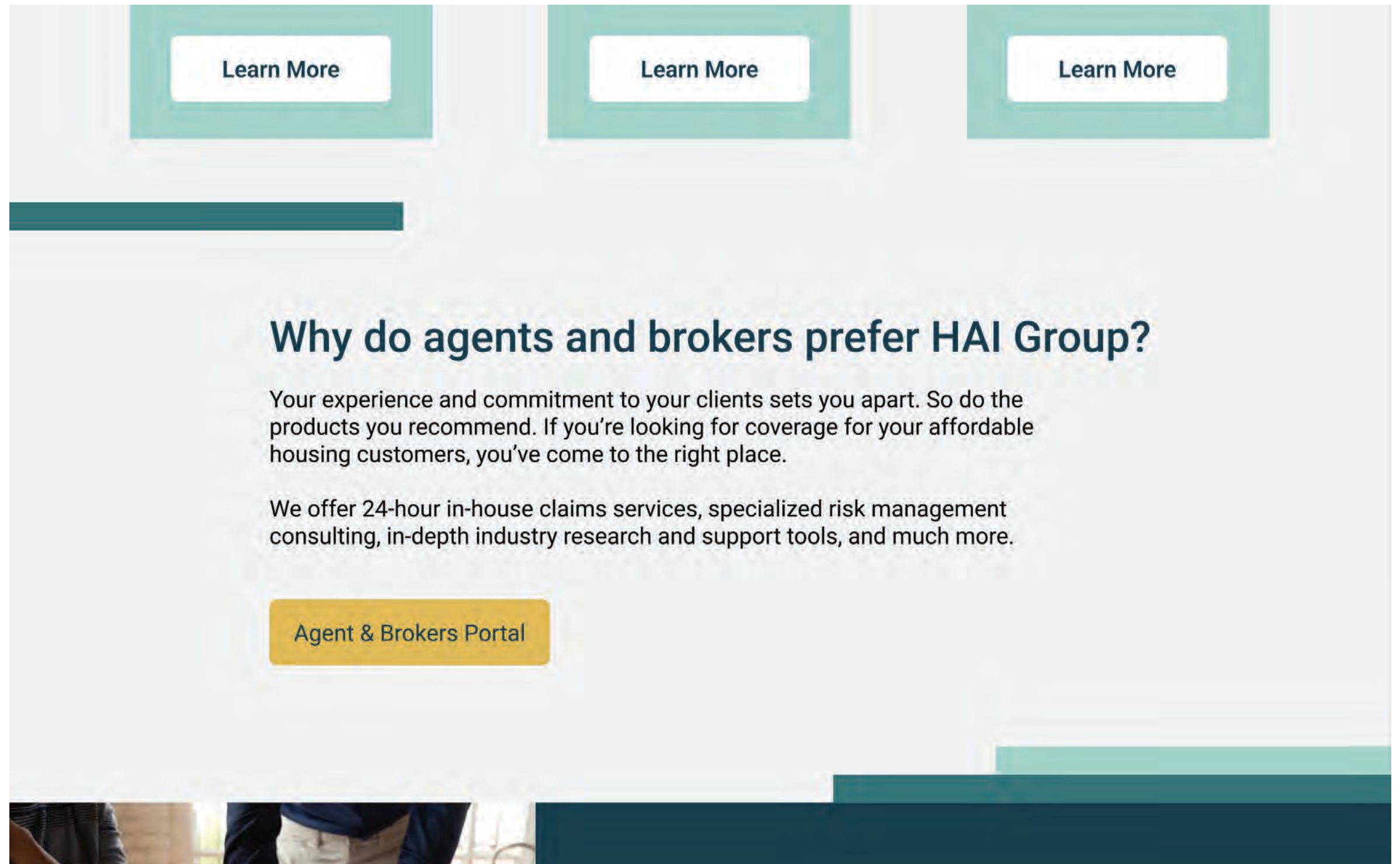
New Website

By moving their main features up in the website, users are more compelled to click further on the new pages.



New Website

With independent insurance agents becoming a target audience, their info should be placed on the homepage, not buried in the website.



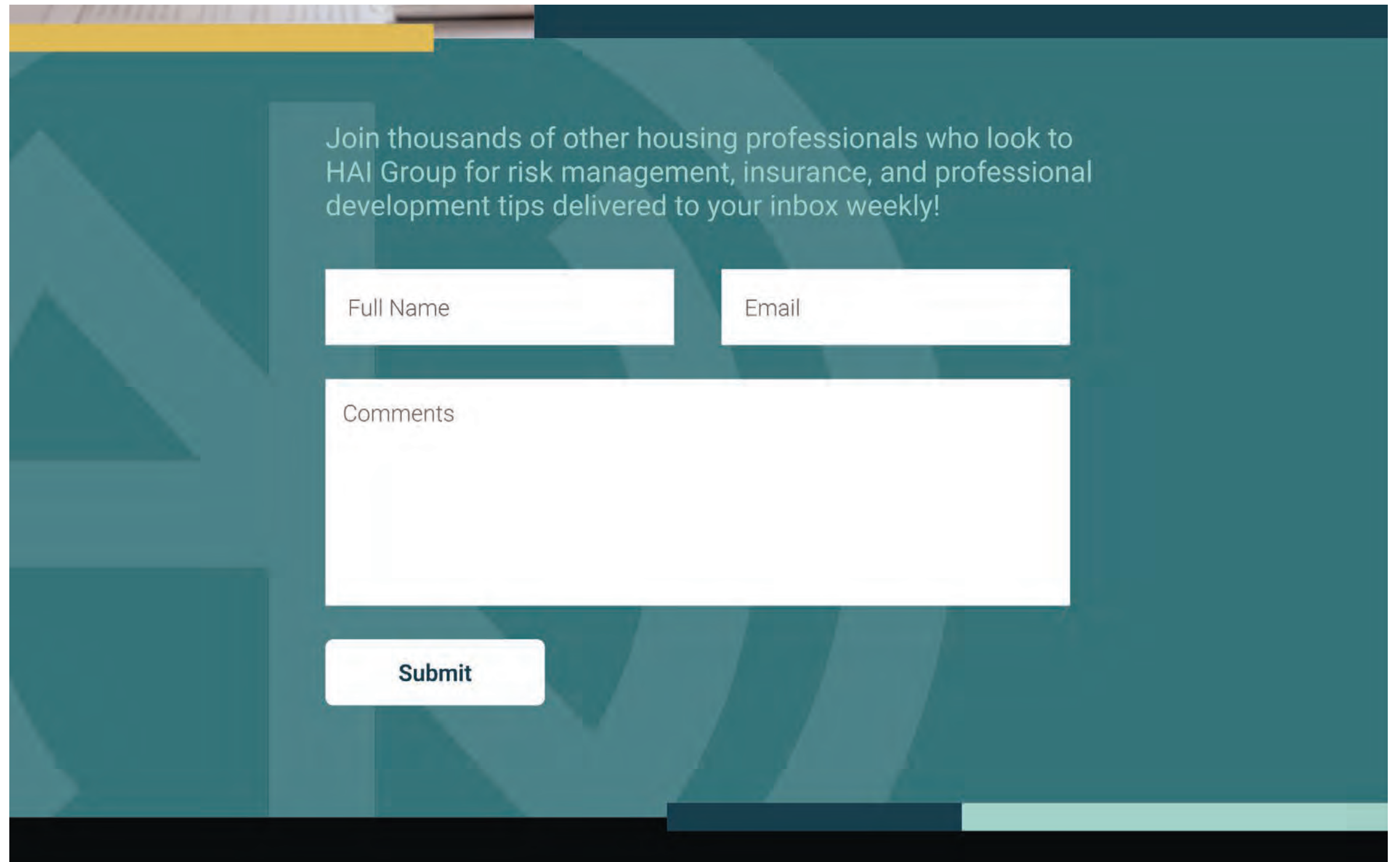
New Website

HAI Group should still be introduced on the homepage, but it should be a bit lower in the hierarchy.



New Website

We moved the contact form into it's own container, giving it the importance it deserves.



Join thousands of other housing professionals who look to HAI Group for risk management, insurance, and professional development tips delivered to your inbox weekly!

Full Name

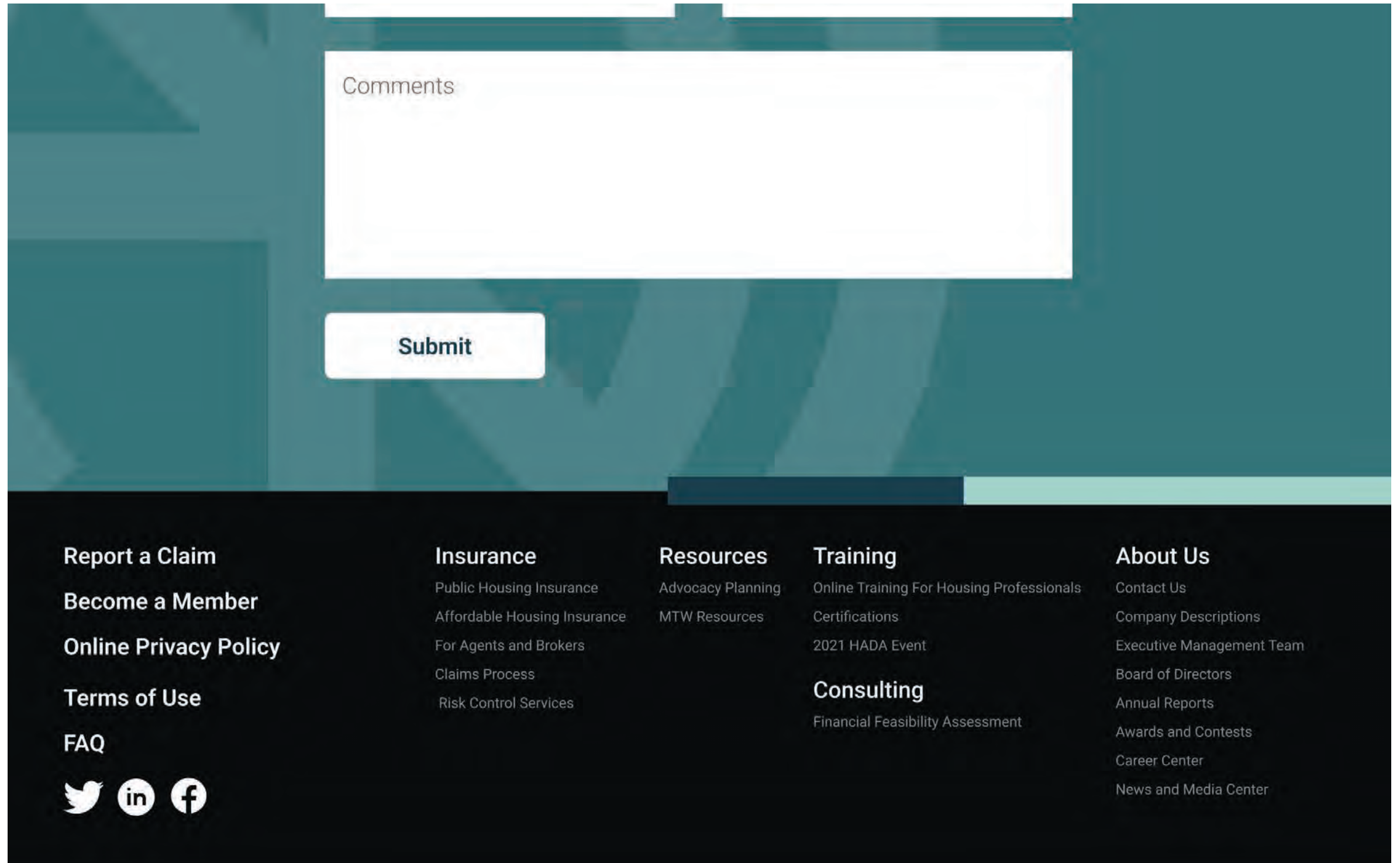
Email

Comments

Submit

New Website




By moving the form, the footer is much smaller and creates a more professional and cohesive look.



The image displays a web page with a teal background. A white rectangular form is positioned in the upper right area, containing a text input field labeled "Comments" and a "Submit" button below it. The bottom of the page features a dark navy blue footer with white text organized into five columns. The first column lists links: "Report a Claim", "Become a Member", "Online Privacy Policy", "Terms of Use", and "FAQ", followed by social media icons for Twitter, LinkedIn, and Facebook. The second column is titled "Insurance" and lists "Public Housing Insurance", "Affordable Housing Insurance", "For Agents and Brokers", "Claims Process", and "Risk Control Services". The third column is titled "Resources" and lists "Advocacy Planning" and "MTW Resources". The fourth column is titled "Training" and lists "Online Training For Housing Professionals", "Certifications", and "2021 HADA Event", followed by a "Consulting" section with "Financial Feasibility Assessment". The fifth column is titled "About Us" and lists "Contact Us", "Company Descriptions", "Executive Management Team", "Board of Directors", "Annual Reports", "Awards and Contests", "Career Center", and "News and Media Center".

Comments

Submit

Report a Claim
Become a Member
Online Privacy Policy
Terms of Use
FAQ
  

Insurance
Public Housing Insurance
Affordable Housing Insurance
For Agents and Brokers
Claims Process
Risk Control Services

Resources
Advocacy Planning
MTW Resources

Training
Online Training For Housing Professionals
Certifications
2021 HADA Event
Consulting
Financial Feasibility Assessment

About Us
Contact Us
Company Descriptions
Executive Management Team
Board of Directors
Annual Reports
Awards and Contests
Career Center
News and Media Center

URL Update

The current URL used by HAI Group is housingcenter.com. We propose a change to haigroup.com to keep the brand the same across all their platforms.

haigroup.com

Marketing Strategy

Facebook

Facebook is a good place to advertise for HAI because of the demographic of users. The average age of Independent insurance agents is 45, thus it would not be the best to advertise on platforms such as Instagram, Snapchat, or Twitter that are typically used by a younger demographic. This ad is engaging as it shows the diversity, unity, and atmosphere of HAI Group. First, you have a simple, single-sentence summary of what is offered, then on the bottom next to the link another single sentence summing up HAI Group's mission of helping.

 **HAI Group**
Sponsored · 

Comprehensive insurance products, risk management, consulting, research and training services for Public and Affordable housing



MORE THAN INSURANCE









HAI Group
For You. For Them.





HAIGROUP.COM
HAI Group: Insurance carrier serving the needs of the public and affordable housing industry.


Visit now


Facebook











 Friends


 Groups


 Marketplace

 Watch
9 new videos


 Memories


 Saved


 Pages



 See more

Your shortcuts



 8 Ball Pool

 Soccer Stars



 Trivia Crack

 **HAI Group**
Sponsored · 

Comprehensive insurance products, risk management, consulting, research and training services for Public and Affordable housing





MORE THAN INSURANCE




HAIGROUP.COM


HAI Group: Insurance carrier serving the needs of the public and affordable housing industry.


Visit now

  290


13 Comments 20 Shares

 Like

 Comment

 Share


Groups · Suggested for you




Elden Ring Community
258K members · 10+ posts a day

Join group

Sponsored







Post Jobs For Free. Find Great Talent Today.
www.ziprecruiter.com/post-a-job



What car are you? Take this quiz to find your perfect ride.
driverbase.com

Contacts





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LinkedIn

LinkedIn is a great source to advertise on because of its large demographic of companies as well as customers. LinkedIn provides a service that allows employers to contact potential clients or workers and vice versa. By advertising on LinkedIn, HAI Group can reach vital potential customers. This ad includes our new strategic pillars as brief, punchy headlines such as “For You. For Them.” and “More than Insurance”.

**HAI Group**
18,000 followers
Promoted

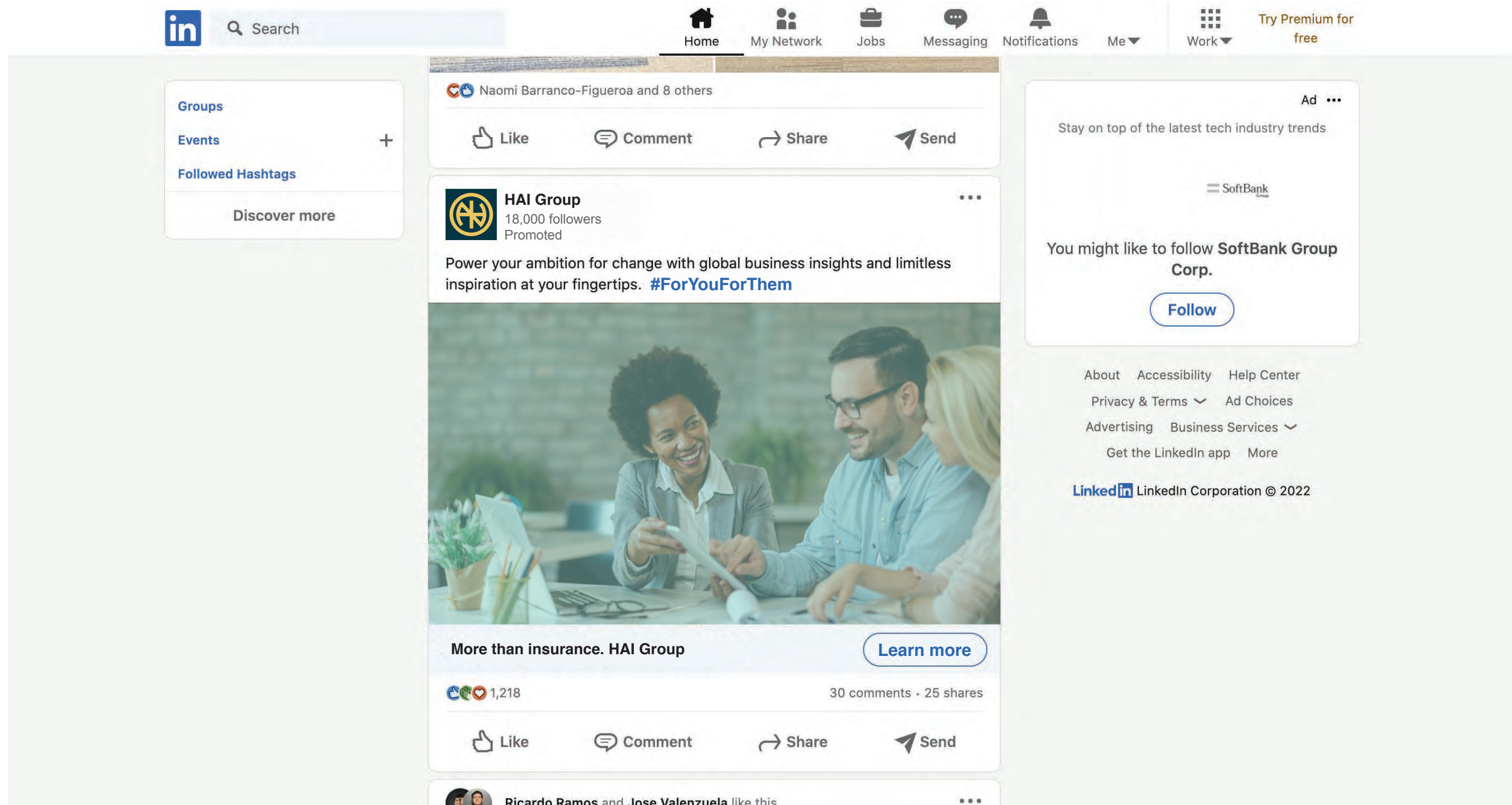
Power your ambition for change with global business insights and limitless inspiration at your fingertips. [#ForYouForThem](#)



More than insurance. HAI Group

[Learn more](#)

LinkedIn



Website

An effective website banner ad should be concise and not too complicated or confusing. With this banner HAI Group can advertise the training, consulting, and products provided as well as include the logo and tagline, “More than insurance”, that catches one’s eye first. By using the new colors and font we have created a simple, pleasing, modern banner ad that can be placed on a number of websites in our target age range and location.



Website

MORE THAN INSURANCE

Comprehensive insurance products, risk management, consulting, research and training services for Public and Affordable housing

 **HAI Group**



Photos: Let The Hunt Begin




Latest News

Good Morning

Cheshire Weather

WEDNESDAY	THURSDAY	FRIDAY
		
56°32°	56°42°	63°36°

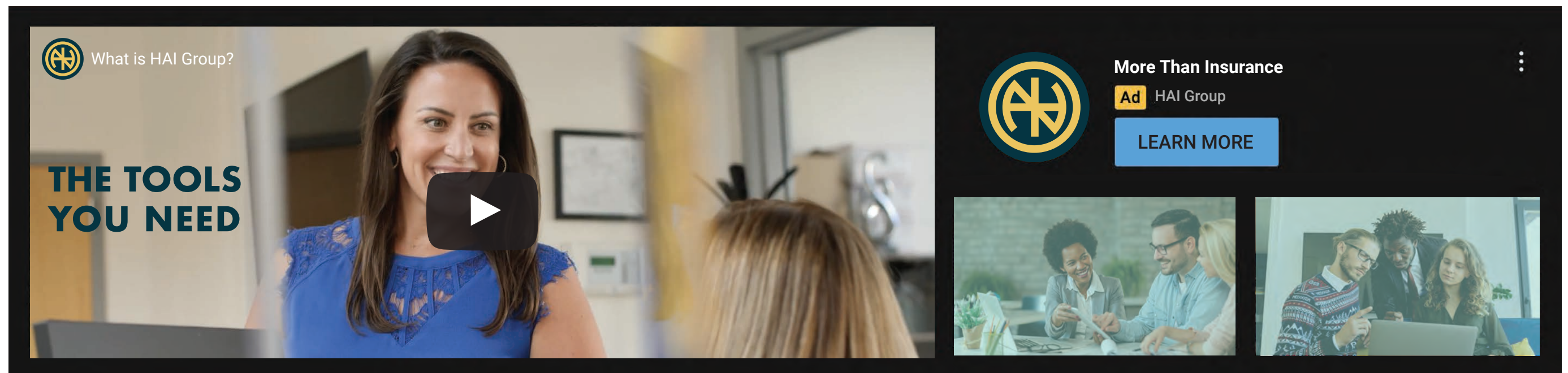
[theweather.com](#)METEORED



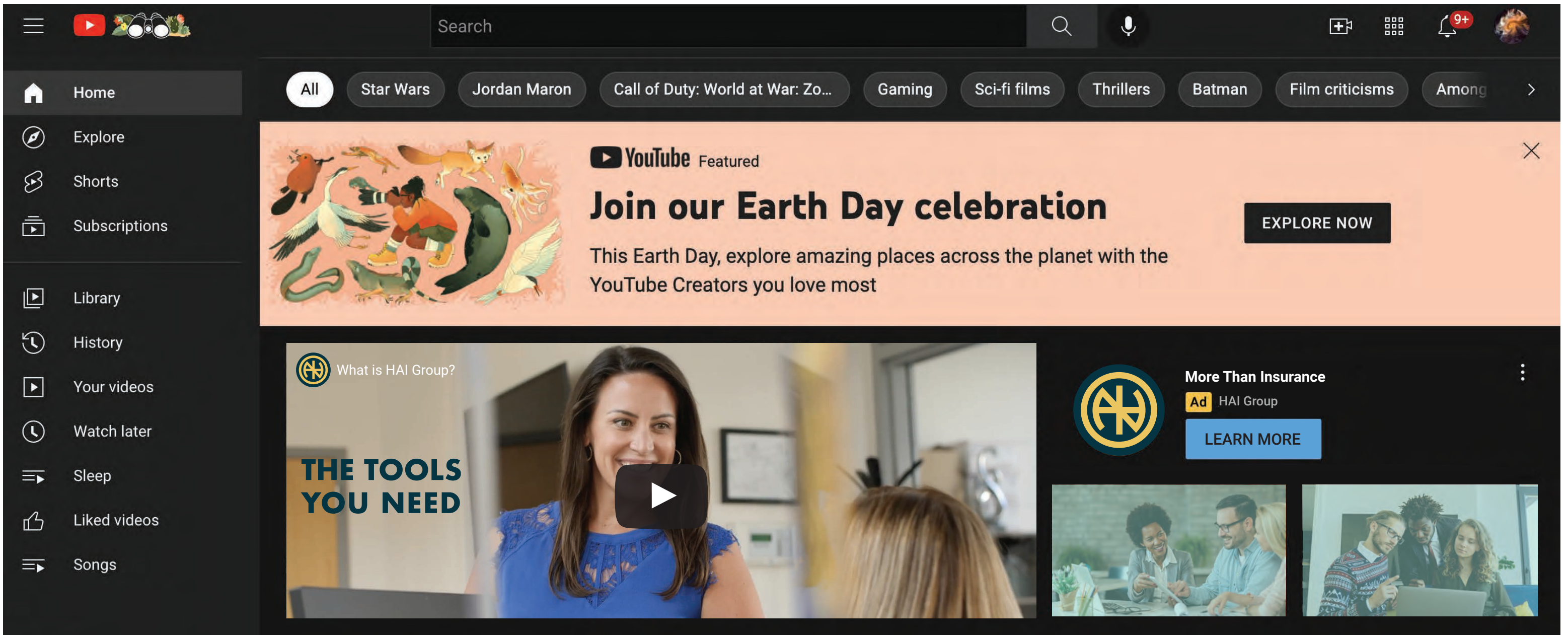
Stay Connected Cheshire!

Youtube

Advertising via Youtube would be an effective way to direct users to the website and allow prospects to learn about HAI Group. By clicking this short video, Youtube viewers will gain insight into what the company does and the service they provide. Since the video plays on the screen and does not go to a different page, once it is over the user can click the link to go to the website.



Youtube



Direct Mailer

Many users in the present day use AdBlock and other features to restrict or avoid online advertisements, and there is a chance that our website marketing campaign may not reach the most potential customers possible.

As a solution, we recommend investing in a supplemental high quality physical piece, that could be mailed to reach the selected top independent insurance agencies in the United States.

We designed a die-cut piece that is interactive and unique to stand out in an agent's mail, giving them the simple message of our brand with a direct call to action to visit HAI's website.



Budget

Budget

With a budget of \$48,000 annually paid media, the majority of our costs are for digital media campaigns as well as one mailer campaign.

There are two potential monthly budgets. The first focuses on the first month marketing rollout. The second is for the last 11 months of the year to continue the campaign.

Budget Month 1

The first month rollout focuses on a mailer campaign, an email blast, and a Facebook Ad campaign.

The mailer campaign will consist of 10,000 mailers printed and sent to the top 10,000 agents with the highest customer count.

The email blast will focus on the remaining 26,000 agents in the database.

First Month Budget

Mailer \$7,410
10,000 via 4over4.com, 5 business days

Email Blast \$260
26,000 contacts via MailChimp.com, Standard Subscription

Facebook Ad \$750
Basic image ad, \$25/day for 30 days, equaling ~ 370 - 1.1 K site visits

Total Cost: \$8,420

Budget Month 2–12

After the original rollout, the next 11 months focuses on a digital campaign with social media including Facebook, LinkedIn, YouTube, and a generic banner ad.

2-12 Month Budget

Email Blast \$300
30,000 contacts via MailChimp.com, Standard Subscription

Facebook Ad \$750
Basic image ad, \$25/day for 30 days, equaling ~ 370 - 1.1 K site visits

LinkedIn Ad \$750
Basic image ad, \$25/day for 30 days, ~ 400 site vites/month

YouTube Ad \$600
Basic video ad, \$20/day for 30 days

Total Cost: \$2,400 monthly, \$26,400 annually

Generic Ad Banner

The generic ad banner will play across five websites. Website costs can vary depending on how popular the site is. The ad banner will run for all 12 months.

Generic Ad Banner Budget

Daily	\$30
Monthly	\$900
Five Websites	\$4,500

Total Cost: \$4,500 monthly, \$54,000 annually
Amount from Paid Media Budget: \$13,180
Amount from Agency Budget: \$40,820

Agency Budget

The agency budget is complied by the creative services as well as purchases that are not directly 'customer-benefiting.'

Agency Budget

Creative Services	\$5,000
\$40/hr, 40 hours, 3 designers	
Website Redesign	\$30,000
Front End, Back End, UI	
Initial Branding Redesign	\$1,000
Logo, color, etc.	
Misc. Creative Designs	\$200
Merch, stationary, business cards, sign, etc.	
Sign Production	\$1,000
Generic Banner Ad	\$40,820
Total Cost: \$78,020	

Overages

After all of the charges have been calculated, there is \$46,980 remaining in the agency budget. This can be used to cover merchandise production, stationary production, and any miscellaneous overages.

Thank you for your time!