

HAI Group

Kimberly McDaniel

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Project Brief

Objectives:

HAI Group wants to update its corporate brand to align with their desired brand personality, which adheres to their **business goals** (*increasing policy revenue by 10% annually in the direct space and 25% in the agency channel*) and their **target audience**:

- Public Housing Authorities
- Affordable Housing Entities
- Independent insurance agents who operate in the ladder

Desired Brand Personality:

Knowledgeable. Committed. Responsive.

HAI Group is the one of the most qualified provider of insurance, risk management, consulting, research, and training service for Public and Affordable housing in the US; they can be trusted to follow through with their promises and are committed to you.

Consumer Profile



Caroline Summers

Age: 32

Occupation: Independent Insurance Agent

Go-Getter

Friendly

Ambitious

"I feel that my life's purpose is to help people any way I can, and I find that I can do that the best with independent insurance."

Bio

Worked for 7 years as an independent insurance agent in her town. Had a lot of close, trusted clients that always come to her for insurance help

Motivations

- Motivated by the good relationships she has with her clients
- Motivated by seeing the people she's helped in her town

Goals

Wants to be the best independent insurance agent she can be and help out her clients, giving them everything they need

Frustrations & Concerns

- Thinks her company is doing well, but she feels that sometimes she's missing some resources that could be helpful
- Concerned that HAI is going to try to take over her agency
- Concerned that she'll be stuck in a contracted partnership with HAI

THINK & FEEL

What does HAI offer me?

Will using HAI's resources benefit my business?

Is HAI going to try taking over my agency?

Am I going to be stuck in a contracted partnership with HAI when I don't want to be?

Will working with HAI help improve my client's experiences?

SEE

Company is benefited by HAI's resources

HAI is a big company

HAI is moving in on a lot of independent agencies

HEAR

HAI is easy to work with

HAI is committed, knowledgeable, and responsive

HAI has a lot of resources available to use

HAI is here to help

HAI wants to promote sustainability of affordable housing

How she sees HAI Group

SAY & DO

What does HAI have to offer?

Is it worth partnering with HAI for their services?

Will I regret my decision?



Caroline Summers

Occupation: Independent Insurance Agent

PAINS

(of not having HAI)

Not enough resources for specific things

Not having a wider range of professional connections

GAINS

(of having HAI)

Have extra resources when I need them

Can get help from HAI

More professional connections

Current Brand



HAI Group®

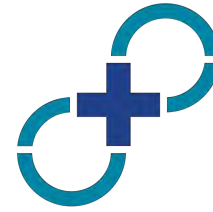
HAI Group

Current Logo

Bernhard, McDaniel, Mooney



Onsite Health



INFINITY
HEALTH
CENTRE



HAI Group®



UnityPoint Health



Logo from 1987-
1990



Logo from 1990-
current

Rebrand



HAI Group

Rebranded Logo

Bernhard, McDaniel, Mooney



HAI Group

Rebranded Logo Mockup

Bernhard, McDaniel, Mooney



HAI Group

Rebranded B&W Logo

Bernhard, McDaniel, Mooney



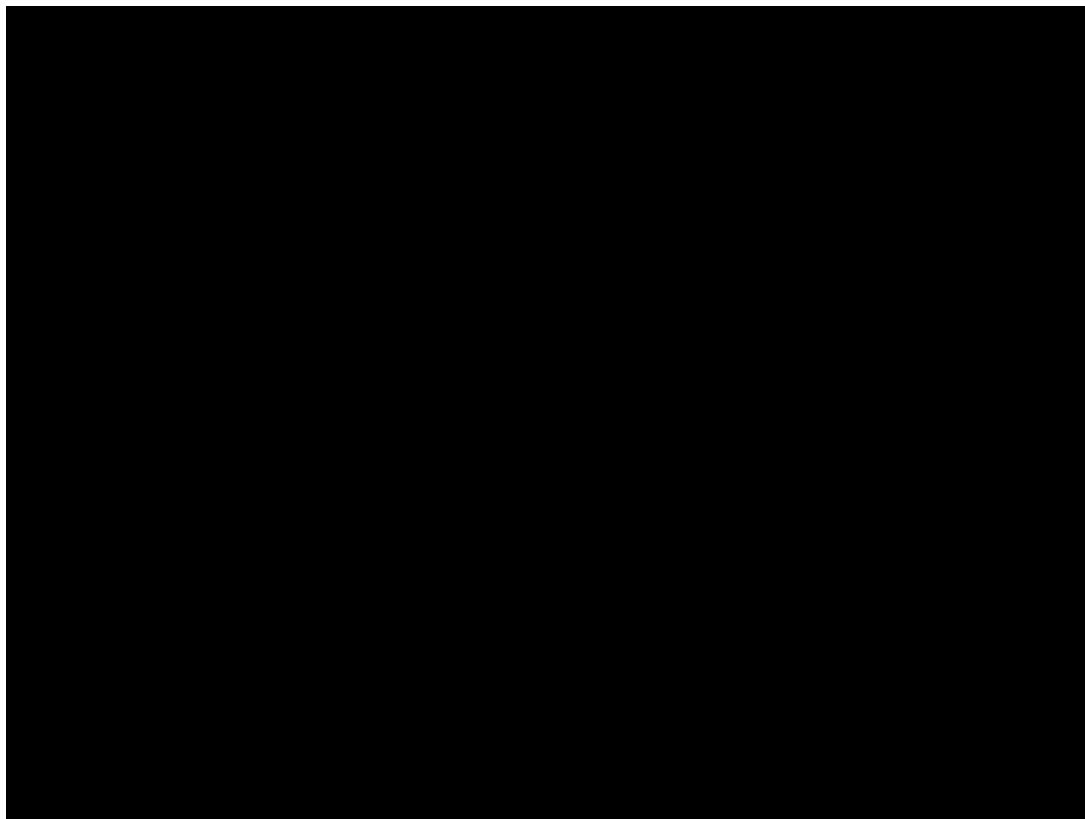
HAI Group

Together We're Stronger

HAI Group

Rebranded Tagline

Bernhard, McDaniel, Mooney



HAI Group

Animated Logo

Bernhard, McDaniel, Mooney

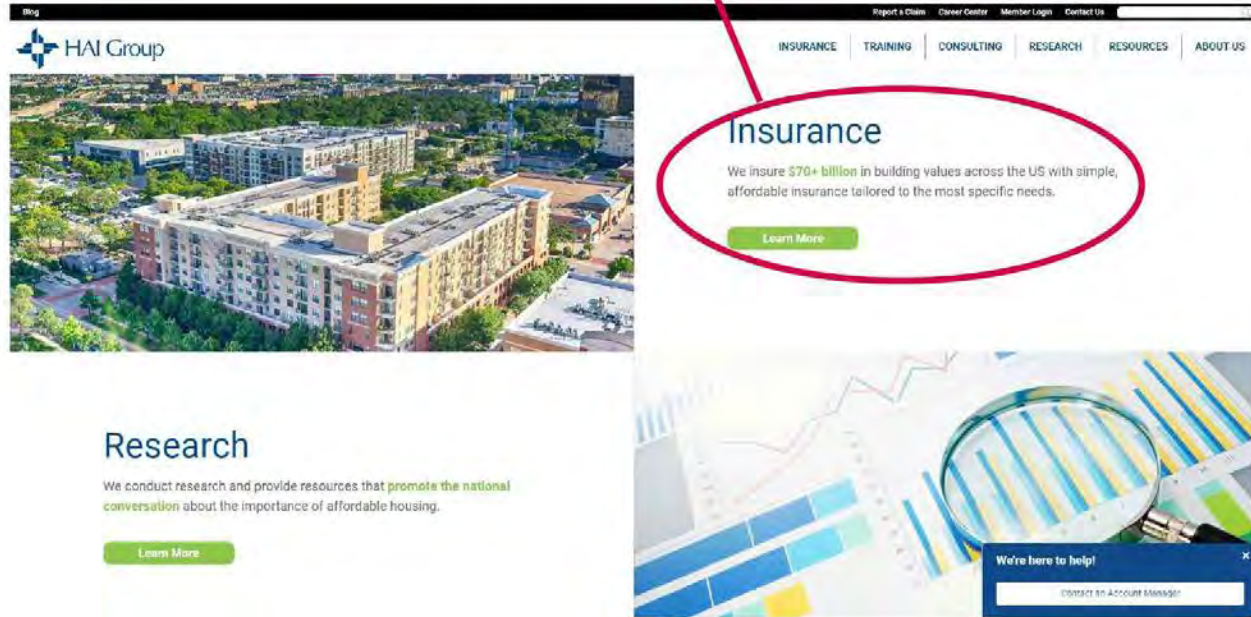
Website

This part is not the most noticeable. As the first thing that viewers would see on the website, it would be helpful if it were larger and drew the eye more. At the moment, it's competing with everything else on the page.

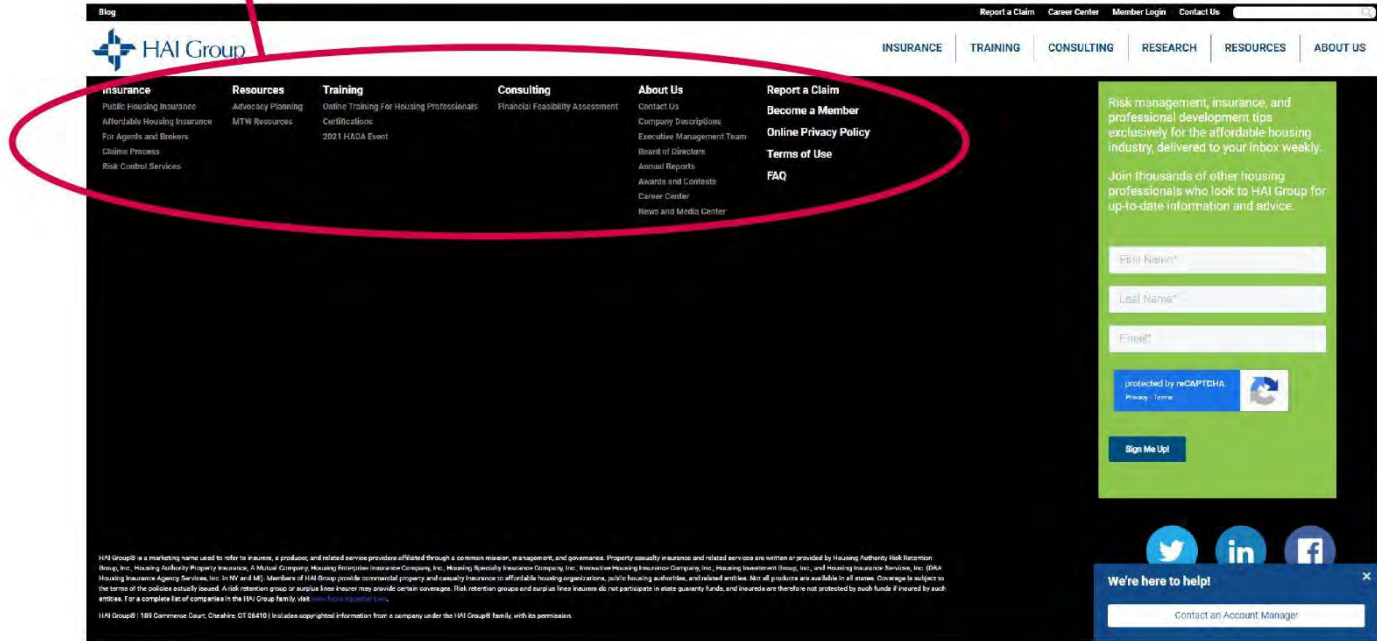


While this information is good for people to be able to easily find, it would be better for the frontal information to be information that the viewer is more likely to visit the site for.

This page looks crowded despite the white space in the text areas.



This bottom bar takes up an entire page, which could easily be condensed to be better for viewing and to better manage the space.

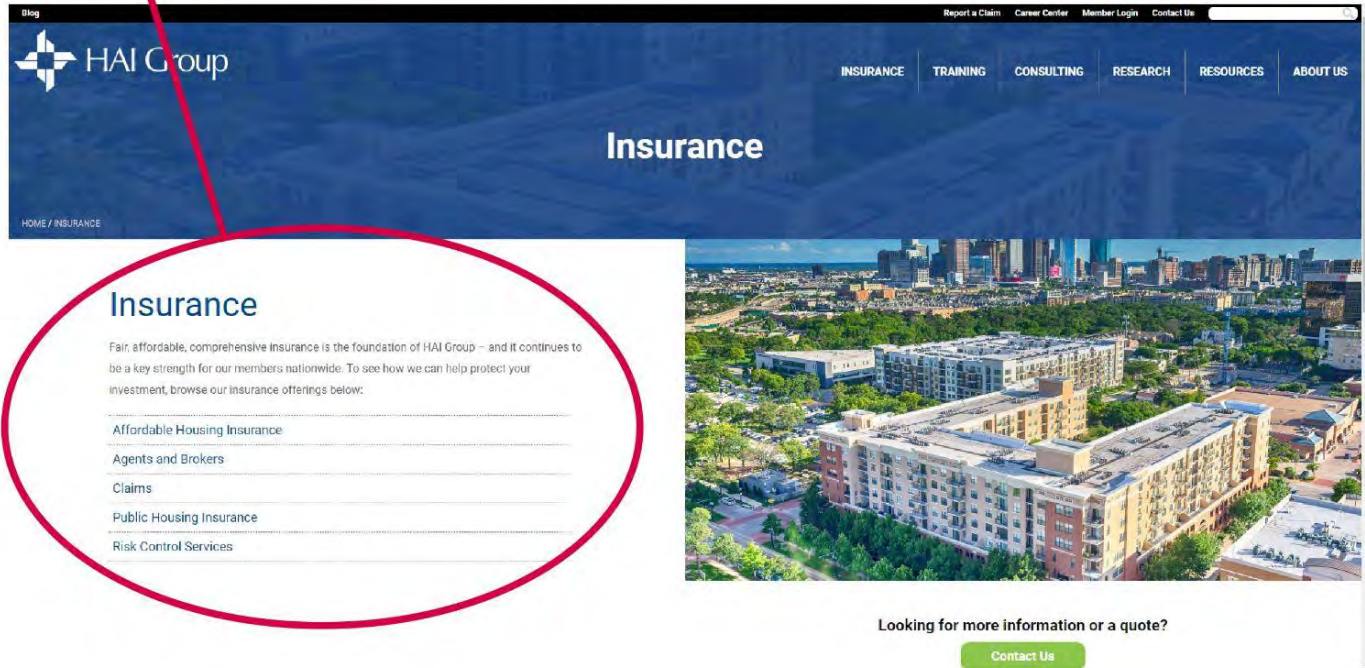


HAI Group

Current Website

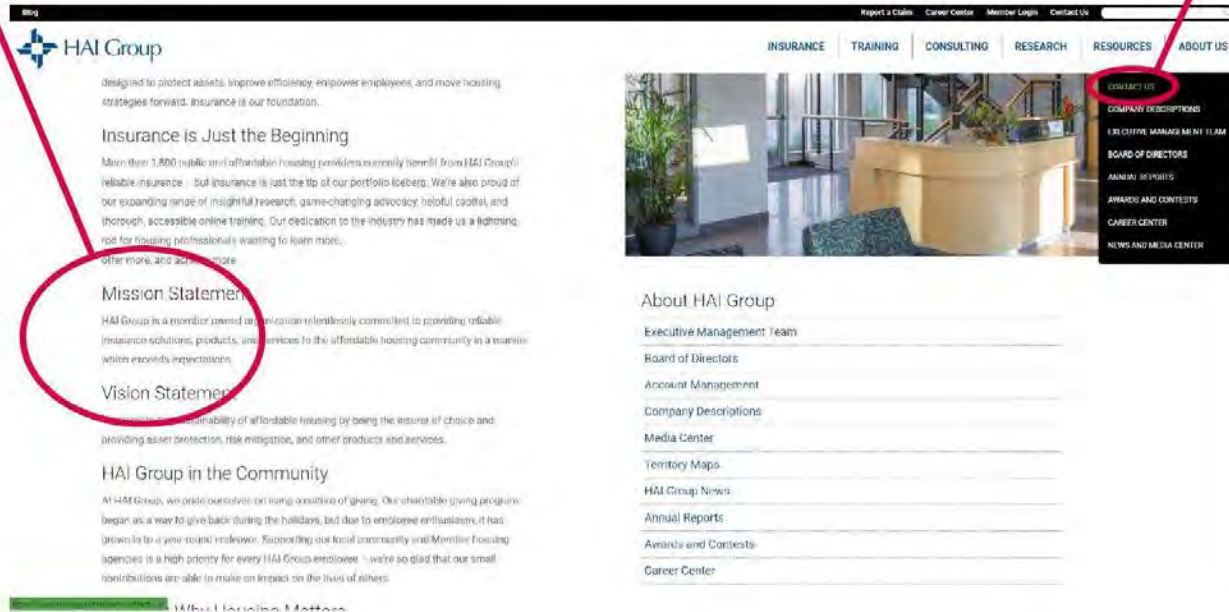
Bernhard, McDaniel, Mooney

The Insurance page has minimal information on it, mostly consists of links to specific pages. Adding these extra clicks is unnecessary.



Pages are mostly text separated by text headings, little imagery.

Contact Us is an option in the drop down for About Us, but once on the actual About Us page Contact Us is not actually an option. Can only be accessed in the drop down menu, which makes it a lot harder to find.



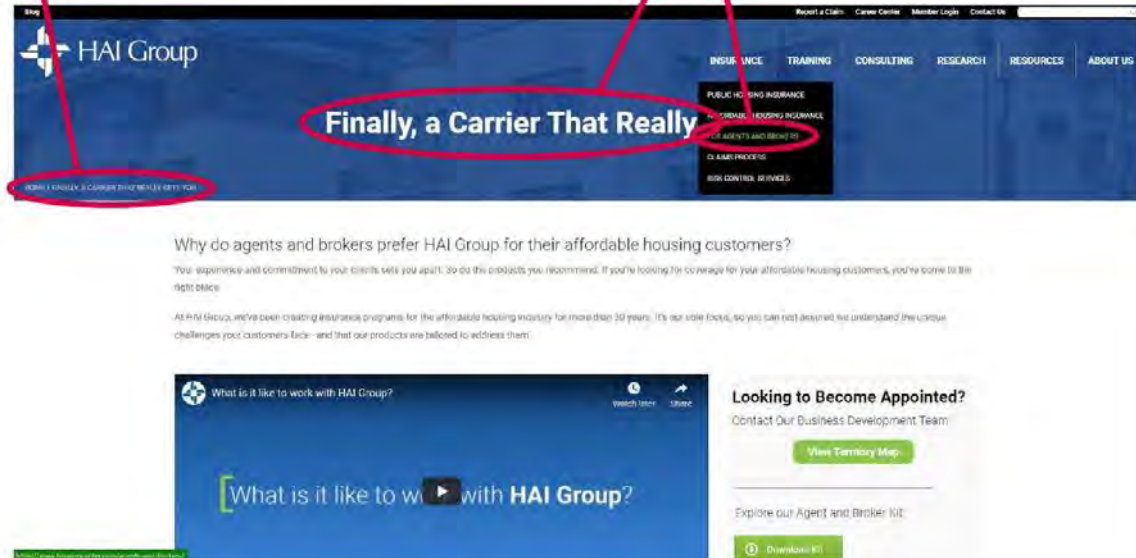
HAI Group

Current Website

Bernhard, McDaniel, Mooney

The callback page labels do not accurately show what pages you were on. This should have been labeled as Home/Insurance/Finally, a Carrier That Really Gets You.

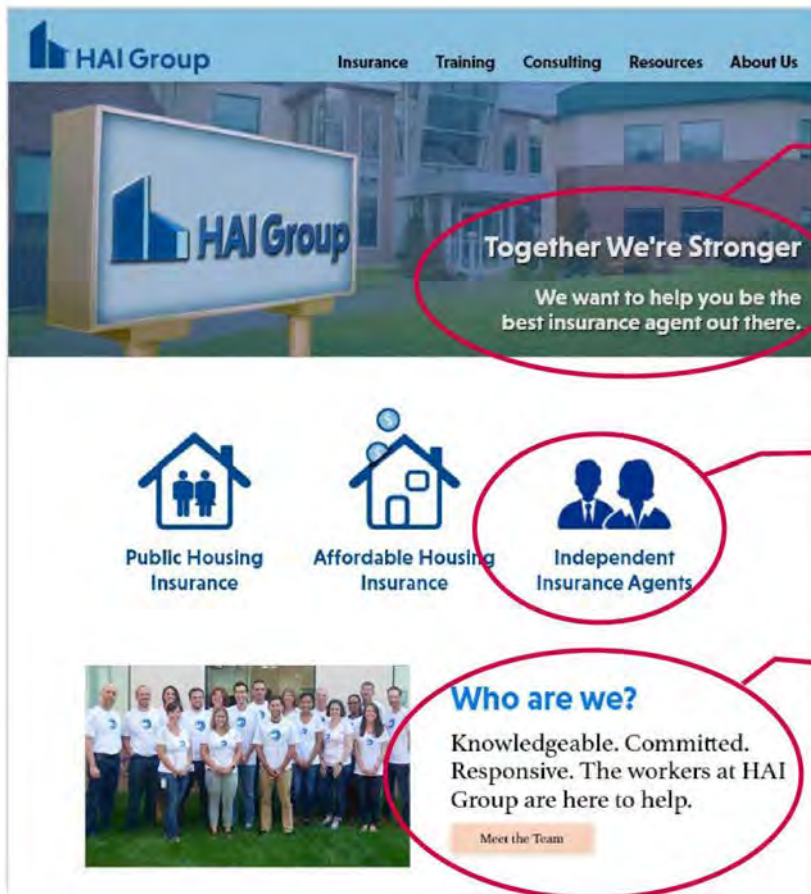
In the Insurance dropdown, the option is “For Agents and Brokers” but the page title is “Finally, a Carrier That Really Gets You” which is inconsistent and can be confusing for viewers.



HAI Group

Current Website

Bernhard, McDaniel, Mooney



Use of tagline and a short statement to let visitors know what HAI Group is all about

Simple icons to act as quick links to some of the things people may be most interested in finding when visiting the website

Lots of open white space

Small sections that lead to pages that show a short picture and description of the page. These are pages that people might find more important or interesting.



Training

Knowing what to do is key, but knowing how to do it makes all the difference.

Explore our Training

Lots of open white space

Small sections that lead to pages that show a short picture and description of the page. These are pages that people might find more important or interesting.



PAHRC

Home. Family. Community.
Help families who can't afford
a home meet their needs.

Visit PAHRC

Bottom navigation/information is much more condensed instead of taking up the whole page. The mailing program area has been compacted and can show all of the information in a pop up once clicked on.

The navigation bar is divided into five main sections: Insurance, Resources, Training, Consulting, and About Us. Each section has a list of sub-links. The 'Join HAI's mailing program' section is highlighted with a red circle and a callout box.

Insurance	Resources	Training	Consulting	About Us
Public Housing	Advocacy Training	Online Training	Financial Feasibility	Corporate Directors
Affordable Housing	MTW Resources	Certification		Executive Management
Climate Programs		2021 HAI's Event		News and Media
Risk Consulting & Finance				Career Center

Join HAI's mailing program

Information and advice delivered to your inbox weekly with professional development tips exclusively for the affordable housing industry.

Insurance

Fair, affordable, comprehensive insurance is the foundation of HAI Group – and it continues to be a key strength for our members nationwide. To see how we can help protect your investment, browse our insurance offerings below:

- Affordable Housing Insurance
- Public Housing Insurance
- Agents and Brokers
- Risk Control Services
- Claims



Starts with an image and header, then gives a small description of what can be found on the rest of the page. Header links can take you directly to the spot on the page where the information is found.

Affordable Housing Insurance

Coverage: Commercial Property Coverage – Endorsement endorsement designed for apartment owners and property managers, Commercial equipment within Business Personal Property, eliminating a separate coverage form, Sublimits for Earthquake, Flood, and Business Income/Extra Expense (Earthquake and Flood are available in high-risk areas), Option to include Equipment Breakdown (Theft and Machinery) as an endorsement, Installment pay plans are available for qualifying accounts, Commercial Liability Coverage: Option to include Employee Benefits Liability (Claims Made Basis), Option to cover Flood and Non-Owned Auto as an endorsement, eliminating a separate policy (Not available in all states), Option to cover on a Location Aggregate basis, Option to cover Employee Liability (Stop Gap) where there is no state-run workers' compensation (nonstopgap) program, Installment pay plans are available for qualifying accounts

Strengths - Rated A (Excellent) by A.M. Best Company, Admitted in 49 jurisdictions, Proven experience in substandard financing and low income tax credit developments, Financial Size Category IX (5 to 10 million in \$100 million), Financial Size Category (FSC) - The FSC is based on adjusted policyholders surplus (PFS) and is designed to provide a convenient indication of the size of a company in terms of its statutory surplus

Public Housing Insurance



Icons show a basic idea of what is found in the section

Serving since 2014 as an HAI Group Board Member Qualifications/Expertise/Experience:
Currently Chief Executive Officer of the San Antonio Housing Authority
Chief Financial Officer of the San Antonio Housing Authority from 2003-2021
Member of the Board of Directors of Credit Human, a financial service company
Various positions with Cargill International from 1992 to 2003
Member of the Financial Executives International and the Institute of Management Accountants
Managerial and financial experience in multiple industries including multi-family housing, insurance, technology, financial services, food processing, agribusiness and government contracting
Bachelor's degree in Accounting from the University of Texas Pan American and has completed graduate coursework in business and finance



Sections have little links in them that can take viewers to pages with more information.

[Meet more of the team -->](#)

Media Center

From this page, you can access all the latest news and product information regarding the HAI Group. Browse through an archive of previous (but still current) press releases and articles; discover interesting facts about our company, employees, and members; and even check out photos and videos from our latest industry initiatives.

Can't find what you need? Please give us a call at 860-873-0242, we'd be more than happy to help.

Press Inquiries

For press inquiries, please contact: Courtney Rice, Chief Communications Officer and Assistant Corporate Secretary at 203-272-8220, ext. 253.

HAI Group in the News

[Click for HAI Group News -->](#)

Company Publications

[Annual Reports -->](#)

[InSite On HAI Group -->](#)



Images give an idea as to what's in that header section

Insurance

Public Housing
Affordable Housing
Claims Process
Risk Control Services

Resources

Advocacy Planning
MTW Resources

Training

Online Training
Certifications
2021 HADA Event

Consulting

Financial Feasibility

About Us

Company Directors
Executive Management
News and Media
Career Center

Join HAI's mailing program

Information and advice delivered to your inbox weekly with professional development tips exclusively for the affordable housing industry.

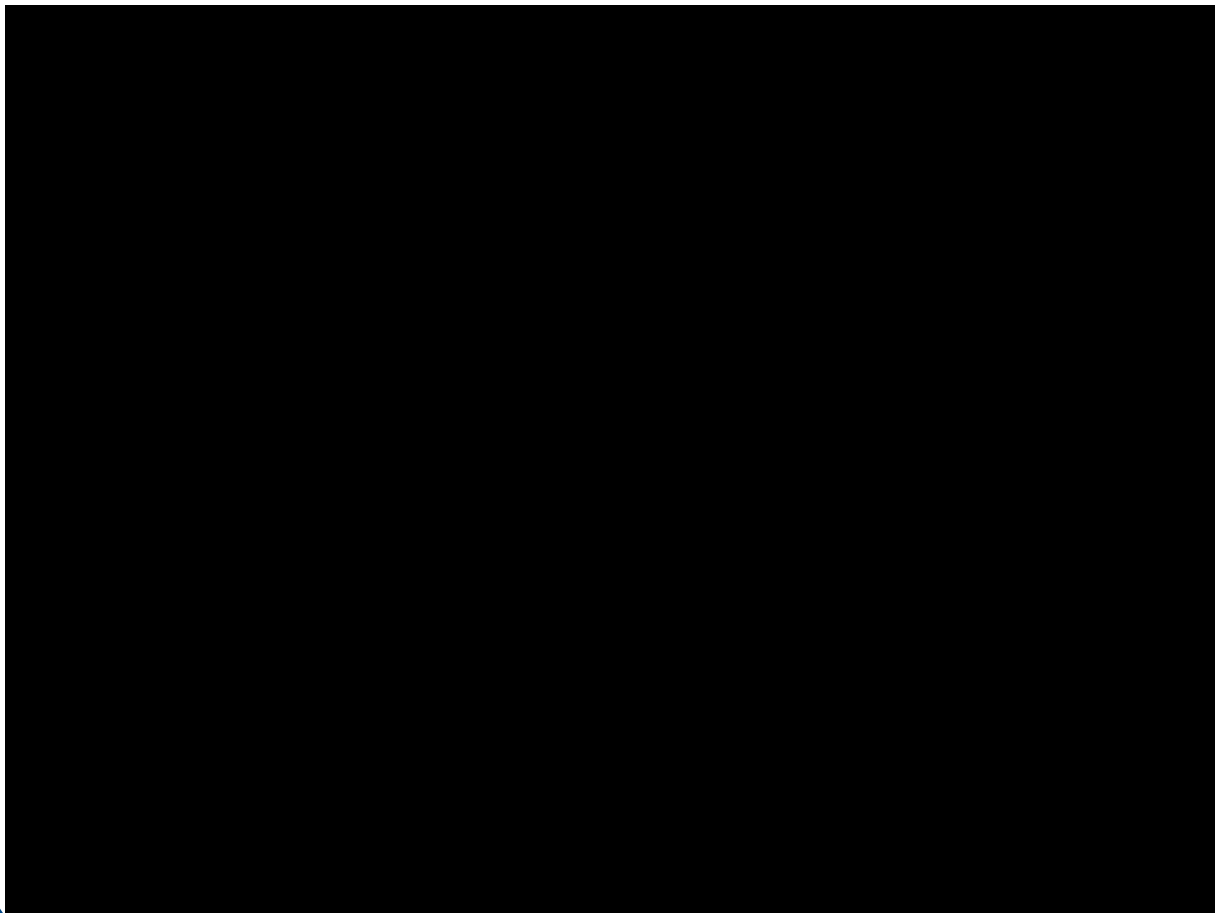


[click here to sign up](#)

HAI Group

Updated Website

Bernhard, McDaniel, Mooney



HAI Group

Updated Website

Bernhard, McDaniel, Mooney

Facebook



Search Facebook



Kora



Logo gets lost in the page, the white doesn't fit with the header.



HAI Group

435 followers • 372 following

Follow

Call Now

Posts About Mentions Reviews Followers Photos More

Bio doesn't encapsulate the feeling they want in the brand. Very vague.

Intro

HAI Group is known for pioneering public and affordable housing insurance programs.

Page · Insurance company
189 Commerce Ct, Cheshire, CT, United States, Connecticut
(203) 272-8220
information@housingcenter.com
http://www.twitter.com/HAIGroup

Posts

Filters

Pinned Post



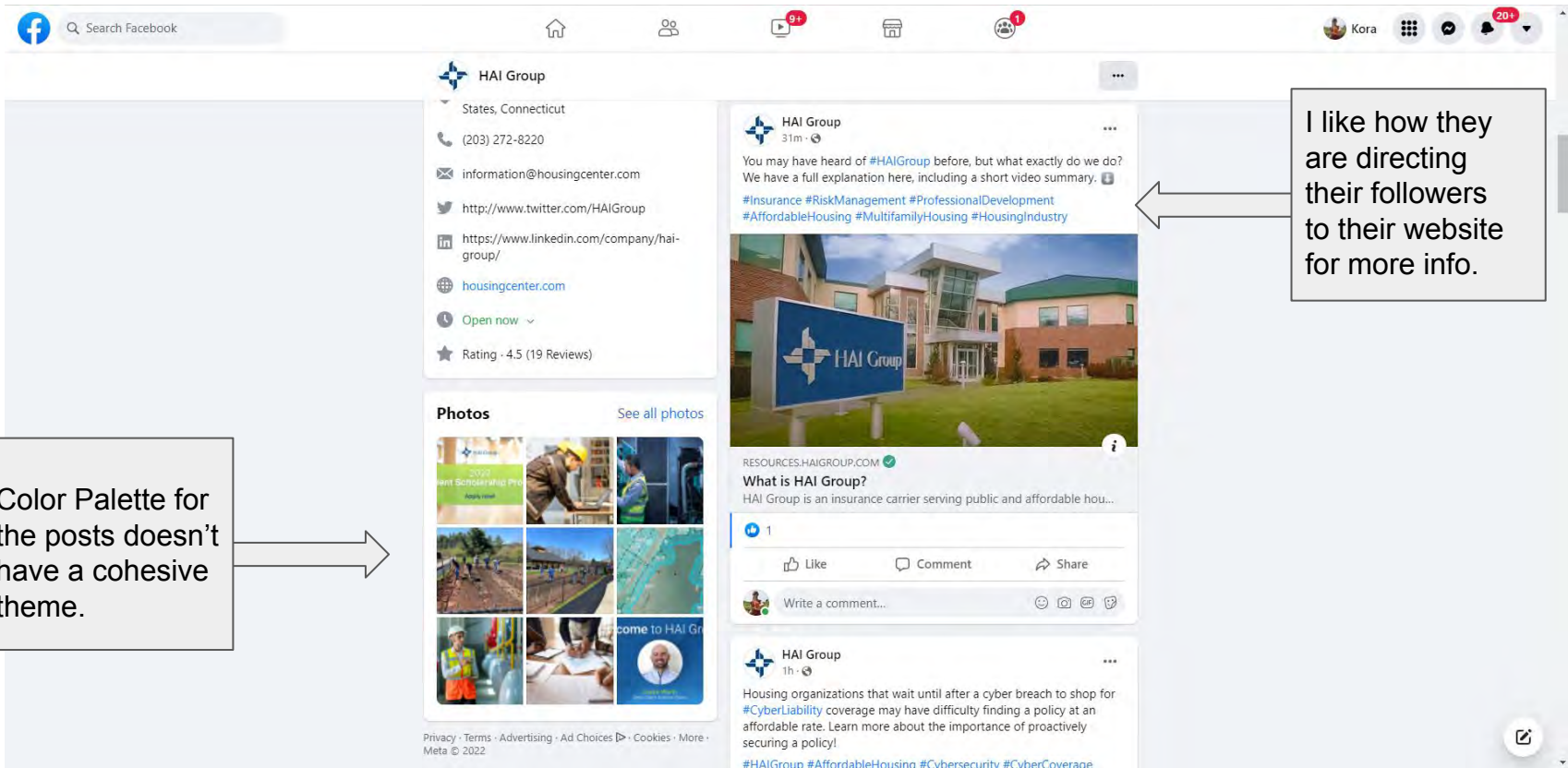
HAI Group
November 3, 2021 · 🌐

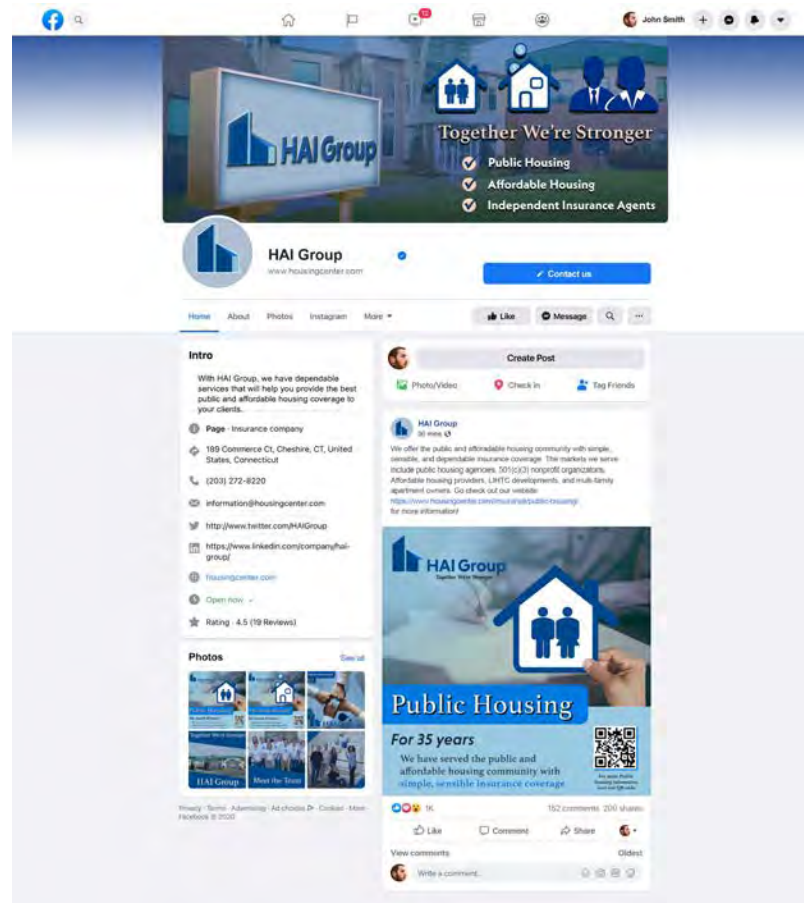
HAI Group has been named a Top Workplace by the [Hearst Connecticut Media Group](#) for two years running! We're proud to receive special recognition in 2021:
• Special award for employee appreciation
• Top workplace for DE&I practices
• Top workplace for employee value prop
• Top workplace for formal training... [See more](#)

HAI Group

Current Facebook

Bernhard, McDaniel, Mooney





HAI Group

Updated Facebook

Bernhard, McDaniel, Mooney

HAI Group
30 mins

We offer the public and affordable housing community with simple, sensible, and dependable insurance coverage. The markets we serve include public housing agencies, 501(c)(3) nonprofit organizations, Affordable housing providers, LIHTC developments, and multi-family apartment owners. Go check out our website: <https://www.housingcenter.com/insurance/public-housing/> for more information!



Public Housing

For 35 years

We have served the public and affordable housing community with simple, sensible insurance coverage



For more Public housing information, scan our QR code

1K 152 comments 200 shares

Like Comment Share

HAI Group
30 mins

Calling all Independent Insurance Agents! We want to give you the resources to offer the best coverage to your clients. Your experience and commitment to your clients sets you apart. And, we want you to join HAI Group! *Together We're Stronger!*

Go to <https://www.housingcenter.com/agents-and-brokers/> for more information on our coverage!



HAI Group

1K 152 comments 200 shares

Like Comment Share

HAI Group

Updated Facebook

Bernhard, McDaniel, Mooney

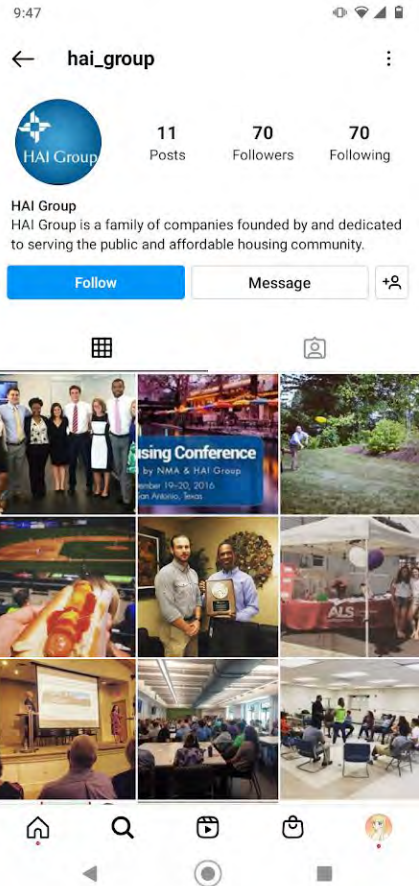


HAI Group

Updated Facebook

Bernhard, McDaniel, Mooney

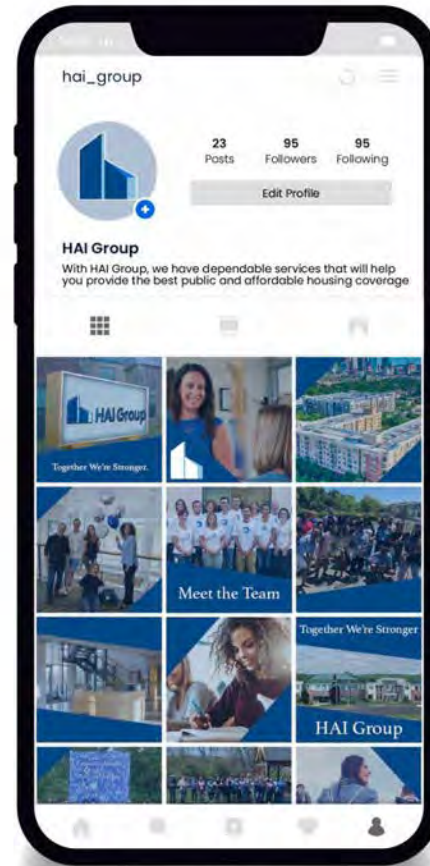
Instagram



HAI Group

Current Instagram

Bernhard, McDaniel, Mooney



HAI Group

Updated Instagram

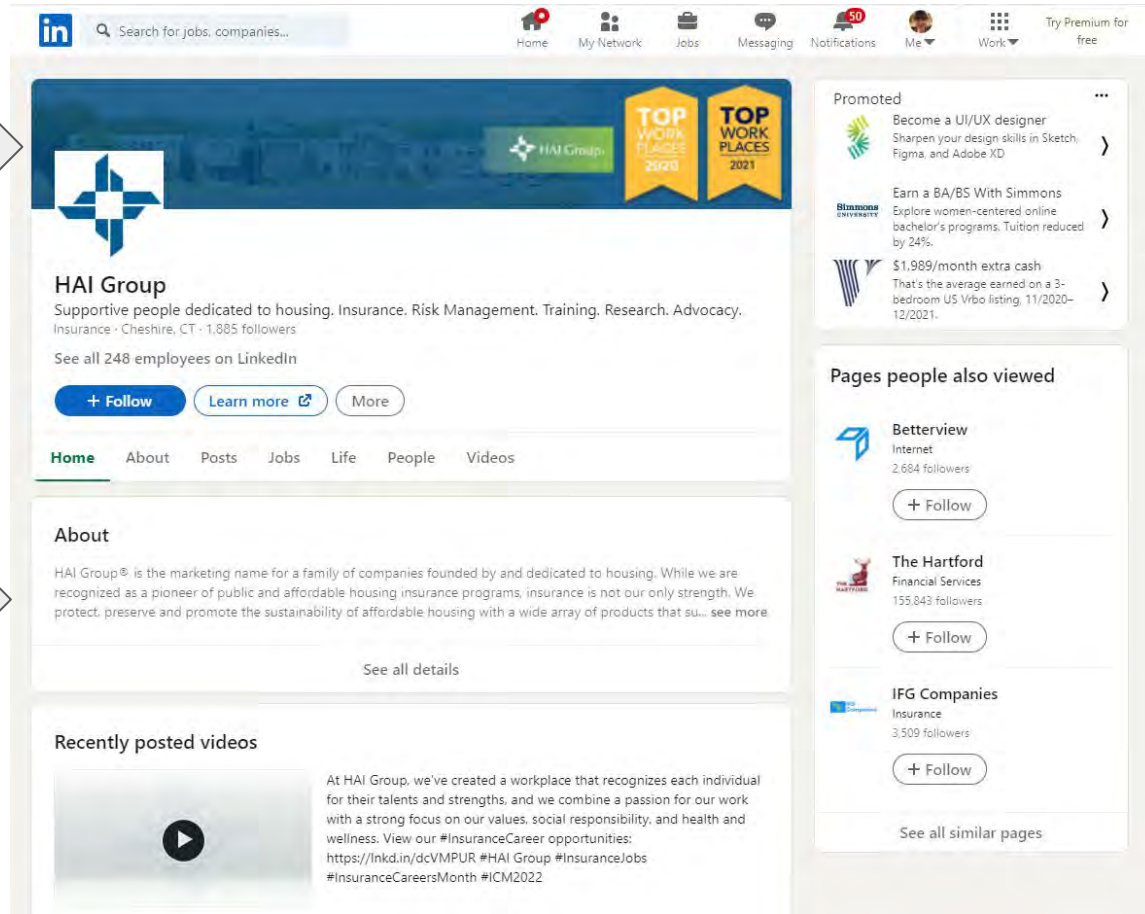
Bernhard, McDaniel, Mooney

LinkedIn

Logo also gets lost in the white of the website.



About description encapsulates their brand well for this platform.

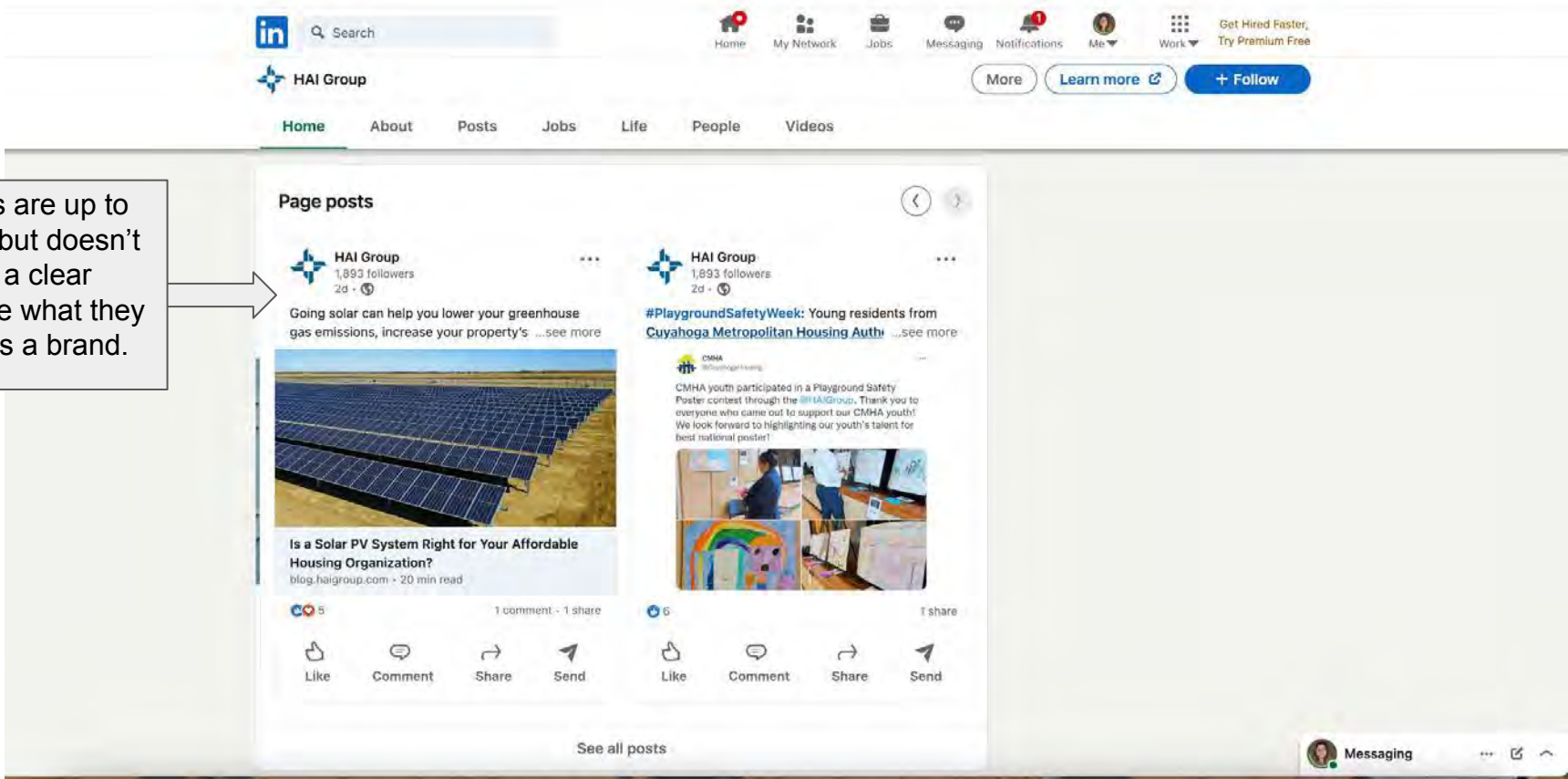
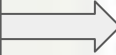



HAI Group








Current LinkedIn


Bernhard, McDaniel, Mooney


Posts are up to date but doesn't have a clear image what they are as a brand.











HAI Group

Insurance · 1,885 followers

See all 248 employees in LinkedIn

[Follow](#)[Visit website](#)[More](#)


[Home](#)[About](#)[Posts](#)[Jobs](#)[People](#)

About

HAI Group® is the marketing name for a family of companies founded by and dedicated to housing. While we are recognized as a pioneer of public and affordable housing insurance programs, insurance is not our only strength. We protect, preserve and promote the sustainability of affordable housing with a wide array of products that support the challenges housing organizations face, offering insurance, research, advocacy, and training to meet the needs of over 1,400 housing organizations ... [see more](#)


[See all details](#)

Page Posts




HAI Group
1,885 followers
1d

Meet Michael L. Miller. He is one of our proud customers that use HAI Group as a way to help his clients! These reviews are what keeps us motivated to keep improving! Like we say, Together We're Stronger!




"HAI truly knows affordable housing. They understand the risks and exposures that our clients face. Service has been consistent and ranks at the top of our carriers partners."





Meet
Michael L. Miller
Area Senior Vice President, Gallagher







HAI Group
1,885 followers
1d

After 35 years of dedicated service, we are dedicating our new logo to our origins. We are wanting a refresh while still holding true to ourselves. So, we took inspiration on our original logo which represents us focusing on our company and having an emphasis on public and affordable housing.



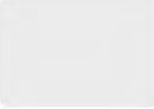


LikeCommentShareSend




LikeCommentShareSend

Ads




Add to your feed




The Company
Real Estate
78,262 Followers

[+ Follow](#)



The Company
Digital Agency
108,273 Followers

[+ Follow](#)



The Company
Insurance
49,532 Followers

[+ Follow](#)

[View all recommendation](#)

HAI Group

Updated LinkedIn

Bernhard, McDaniel, Mooney

Page Posts



HAI Group
1,885 followers
1d

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Area Senior Vice President, Gallagher

"HAI truly knows affordable housing. They understand the risks and exposures that our clients face. Service has been consistent and ranks at the top of our carriers partners."



5

2 shares



Like



Comment



Share



Send



HAI Group
1,885 followers
1d

After 35 years of dedicated service, we are dedicating our new logo to our origins. We are wanting a refresh while still holding true to ourselves. So, we took inspiration on our original logo which represents us focusing on our company and having an emphasis on public and affordable housing.



5

2 shares



Like



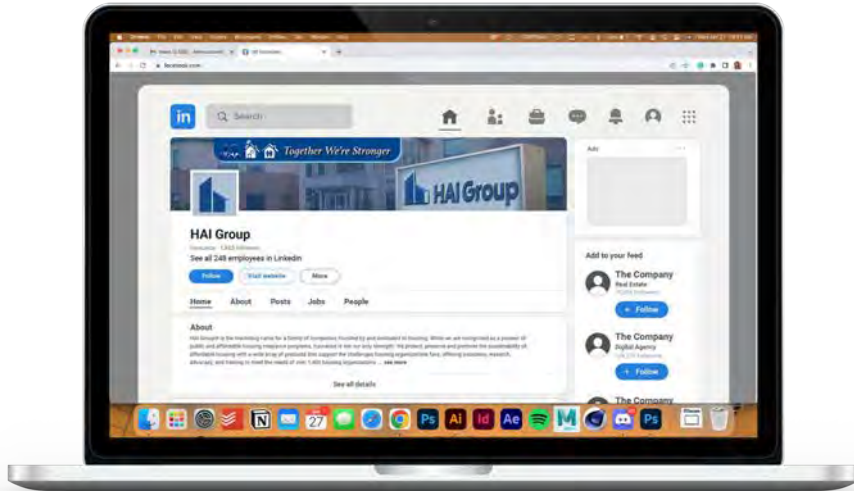
Comment



Share

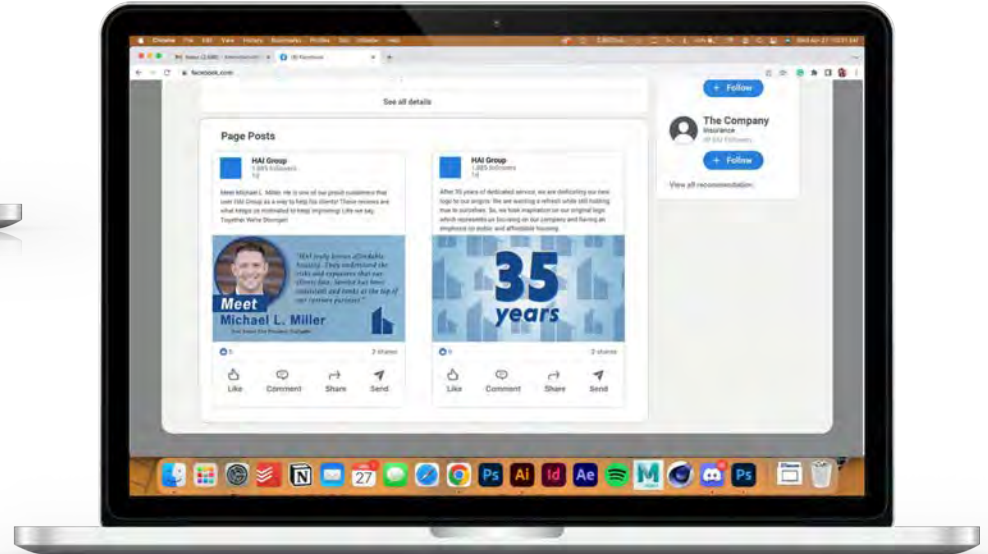


Send



HAI Group

Updated LinkedIn



Bernhard, McDaniel, Mooney

Marketing Plans



Coverage

- General Liability
- Property Insurance
- Public Officials
- Auto Insurance
- Flood
- Equipment Breakdown

Visit housingcenter.com for more information
800-873-0242, ext. 291



Markets We Serve

- Public housing agencies
- 501(c)(3) nonprofit organizations
- Affordable housing providers
- LIHTC developments
- Multi-family apartment owners

Visit housingcenter.com for more information
800-873-0242, ext. 291






Celebrating 35 years!

New logo, fresh website, same reliable coverage




Coverage For Your Affordable Housing Customers




Experience That Sets Us Apart


For questions on how you can become acquainted with HAI Group's coverages, contact a member of our business development team:




Mathew Higgins
Business Development Consultant
800-873-0242, ext. 225
mhiggins@housingcenter.com




Nathan Tripler
Senior Business Development Consultant
800-873-0242, ext. 210
ntripler@housingcenter.com






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New logo, fresh website, same reliable coverage




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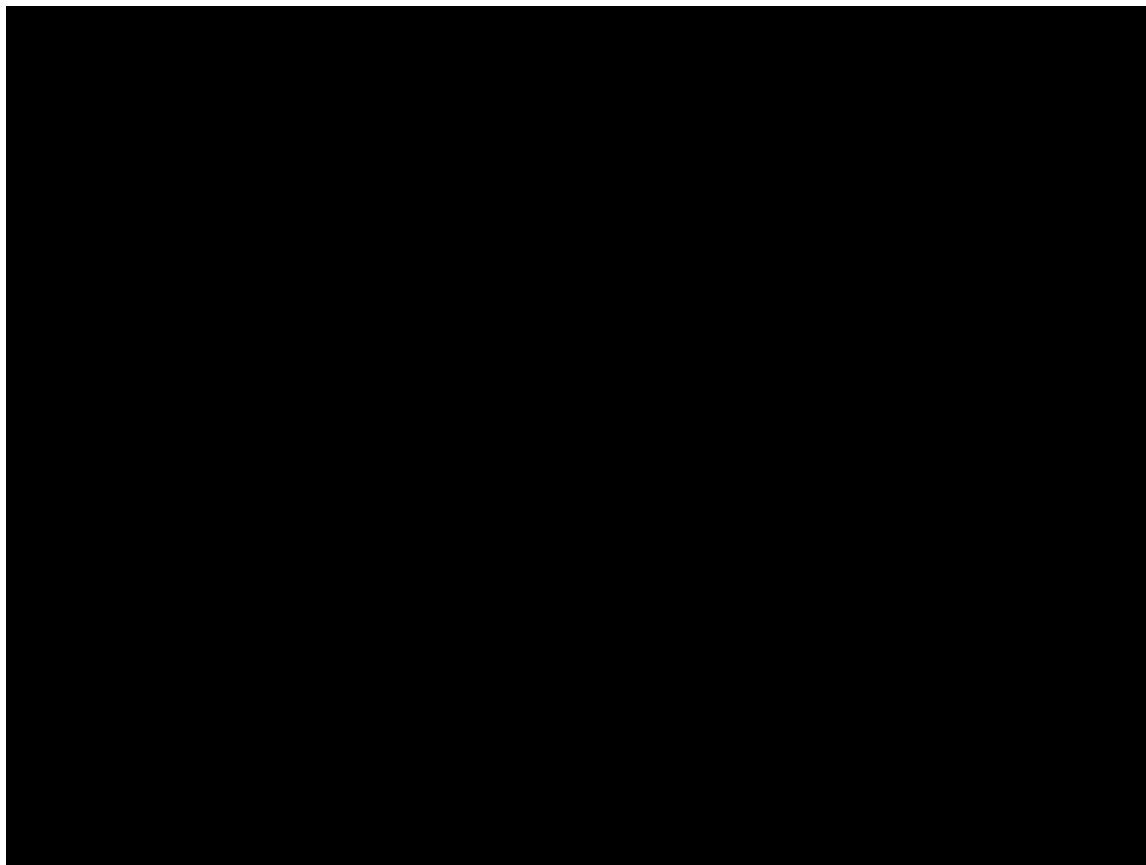


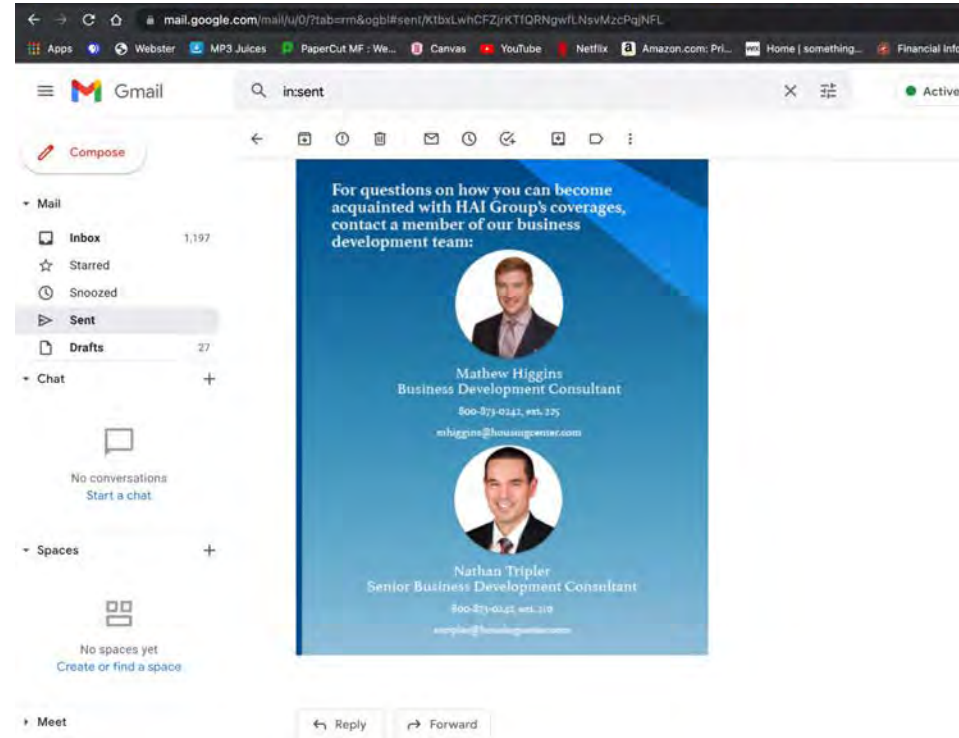
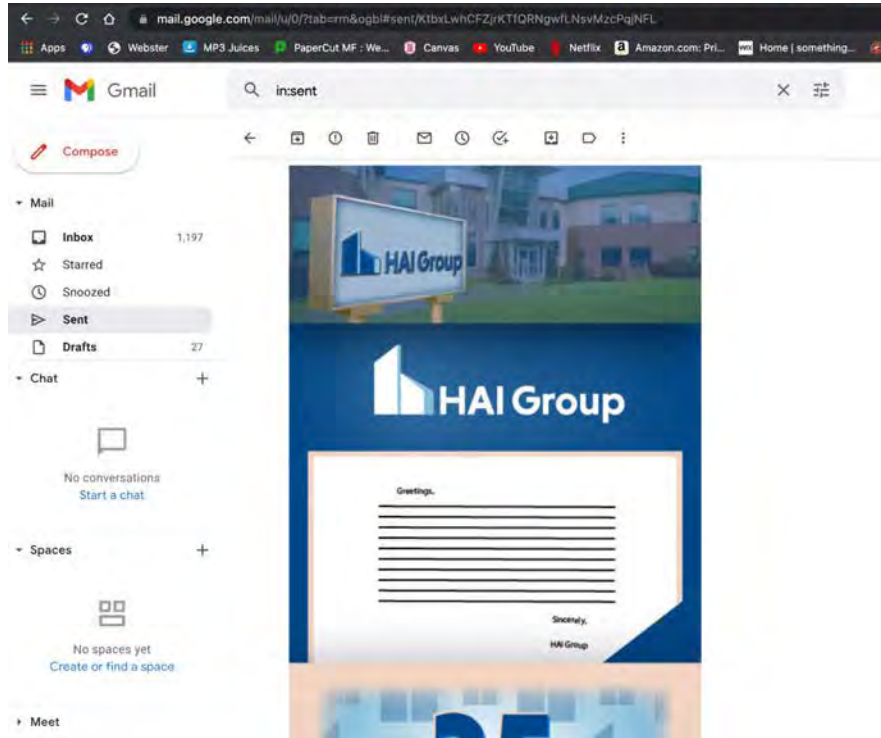
Nathan Tripler
Senior Business Development Consultant
800-873-0242, ext. 210
ntripler@housingcenter.com

HAI Group

Business to Business Email

Bernhard, McDaniel, Mooney





HAI Group

Business to Business Email

Bernhard, McDaniel, Mooney



HAI Group
328 followers
Promoted

...

Together We're Stronger!

HAI Group is here to offer it's services to your clients! We specialize in insurance, specifically public and affordable housing insurance. We want your help to make us both stronger! Go to our website www.housingcenter.com for more information.



HAI Group

HAI Group - Public and Affordable Housing Insurance Provider [Download](#)

<https://www.housingcenter.com>

HAI Group is here to help offer your clients simple, sensible insurance...

47 • 21 Comments

Like Comment Share

HAI Group

LinkedIn Advertisement

Bernhard, McDaniel, Mooney

Budget

Given Budget:

\$48,000— Annual Paid Media

\$125,000— Agency Services

Website: **\$30,000**

Logo Redesign: **\$300**

Mail Piece: **\$4,248**

Email Design: **\$150**

Social Media: **\$75,000**

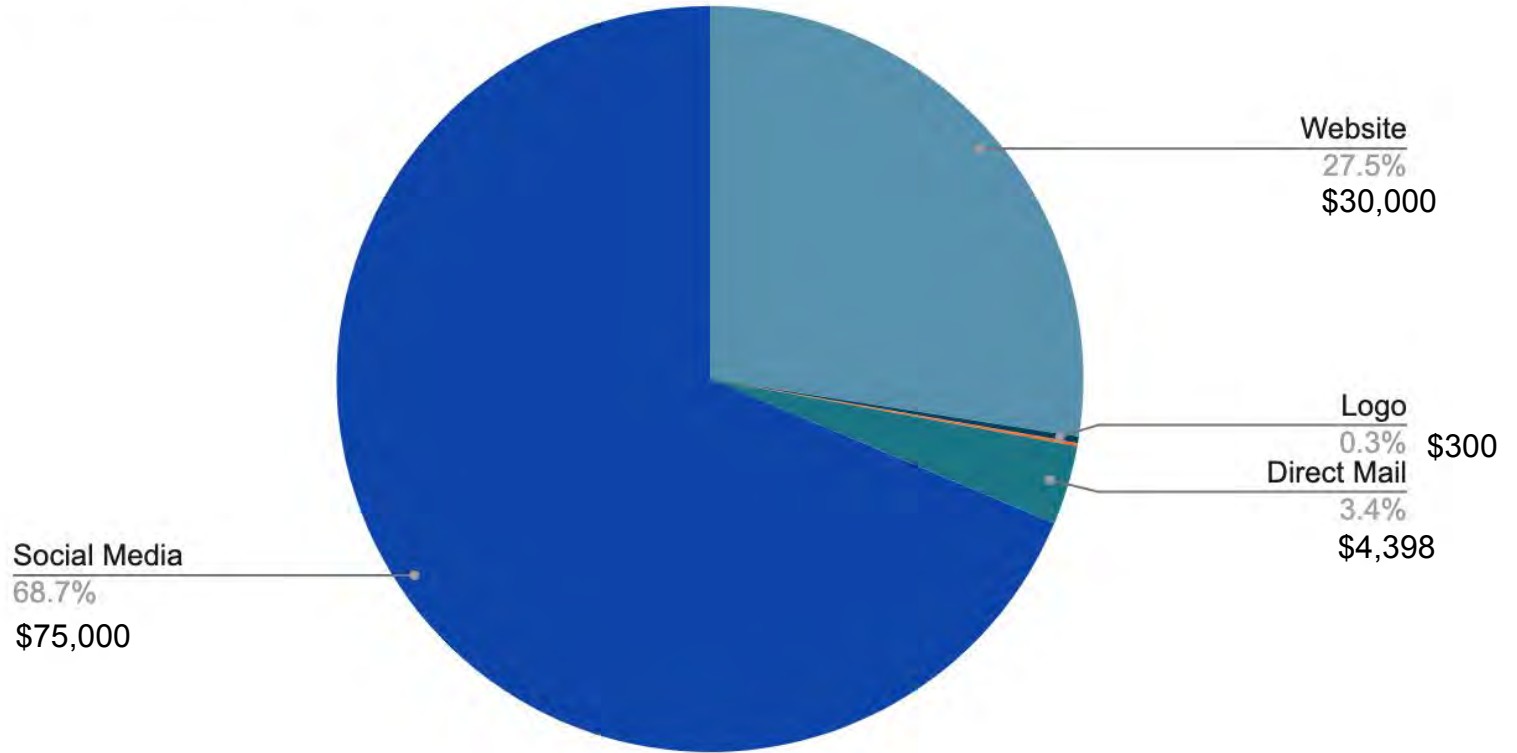
Linkedin ad for 1 year (1000 views and 10 clicks per day): **\$21,000**

- \$5.26 per click
- \$6.59 per 1000 views

Conference: **\$3,000**

SEO: **\$29,700**

\$109,698 Agency Services



\$53,700 Paid Media

Conferences

5.6%

\$3,000

Linkedin

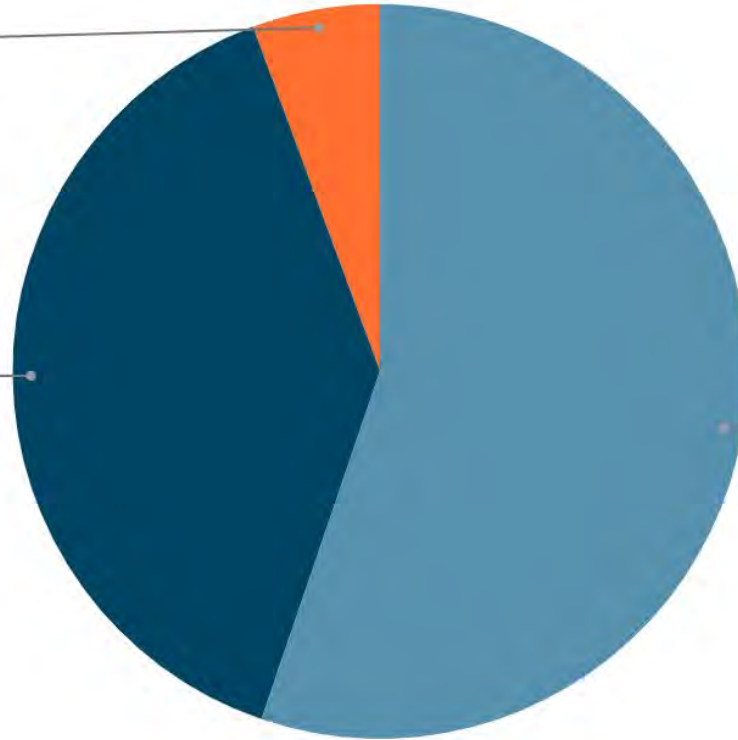
39.2%

\$21,000

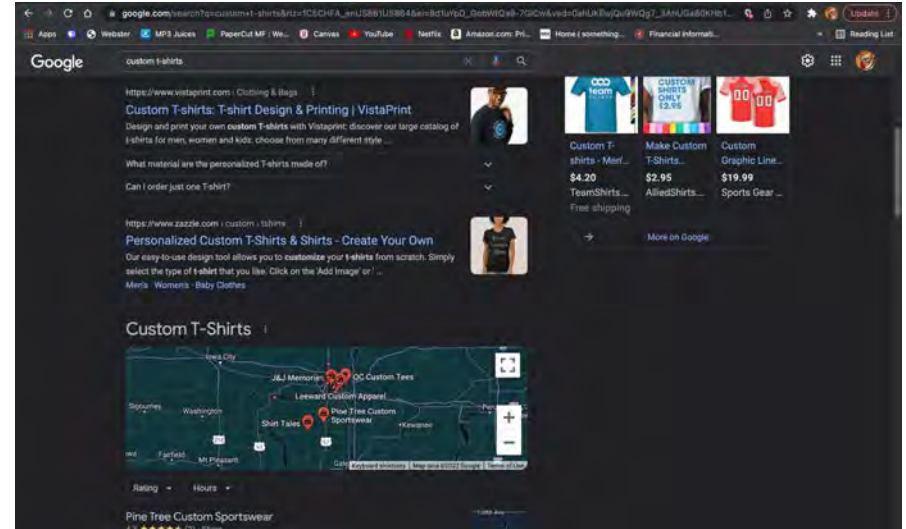
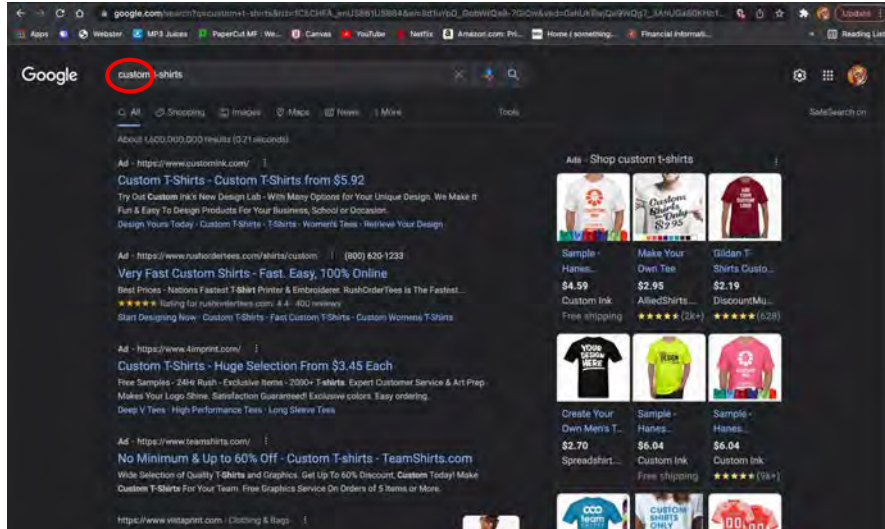
SEO

55.2%

\$29,700



Goal: Improve organic traffic by 10% within the first year



- Approx. 25% click on paid vs. approx. 75% clicking on SEO (organic)
- Key stakeholders
- \$2,475 approx.-- WebFX

\$173,000 available

\$163,398 used

\$9,602 unused

Expected cost for rebranding would be \$100,000...

Exceeding the budget by **\$90,398...**

Year One:

- Logo
- Website
- Social Media
- Direct Mailers
- Rebranding unforeseeable costs
 - Clothing
 - Car wraps
 - Building signs
 - etc.



Year Two:

- SEO
- LinkedIn
- Conferences
- Any remaining rebranding costs



Campaign Goal:

Our goal with this campaign is to **update HAI Group's corporate brand** while also aligning with their **desired brand personality**. This showcases how **knowledgeable, committed,** and **responsive** HAI Group is. While also, staying true to their **business goals** and **target audience** as well. We wanted those two objectives to reflect HAI Group's motivation to become stronger together.

Intended Consumer Action:

This campaign was created with the intention of that HAI Group's target audience would be more inclined to trust and use HAI Group's resources while believing that HAI's resources will make them more knowledgeable in their field. In short, recognizing that **Together We're Stronger**.

Sources

https://www.housingcenter.com/wp-content/uploads/2017/08/HAIGroupAR2012AnnualReportFinal_web.pdf

DMI, Simon @. "What Is SEO and How Does It Work?: Blog: Online Digital Marketing Courses." Digital Marketing Institute, Digital Marketing Institute, 14 Dec. 2020, digitalmarketinginstitute.com/blog/what-is-seo#:~:text=Well, SEO stands for 'Search,more people will see it.

"How Much Does It Cost to Rebrand Your Company?" Ignyte, 21 Feb. 2022, www.ignitebrands.com/cost-of-rebranding/#:~:text=Most small businesses can expect,percent of your marketing budget.

PRESIDENT, Bill Craig WEBFX. "SEO Pricing in 2022: How Much Do SEO Services Cost?" WebFX, 7 Apr. 2022, www.webfx.com/seo/pricing/.

"Rebranding Types & Their Rough Costs." Frontify, www.frontify.com/en/blog/rebranding-types-and-their-rough-costs/.

Team, The Vario. "How Much Does a Speaker Cost: The Fees Explained: Vario." Vario Productions, 31 Jan. 2022, [varioproductions.com/2019/11/01/how-much-does-a-keynote-speaker-cost/#:~:text=\\$1,500 – \\$5,000 \(Modest professional\),for a modestly sized event](https://varioproductions.com/2019/11/01/how-much-does-a-keynote-speaker-cost/#:~:text=$1,500 – $5,000 (Modest professional),for a modestly sized event).

Any Questions?