

# Skyward Specialty Insurance Brand Image

Maintaining relationships with independent agents and brokers

---

Rachel Aiello, Alyssa Carroll, Emily Janosz, and Li Wells

# Campaign Overview

**Brief:** Generate a campaign that positions Skyward Specialty Insurance as a **strategic partner**, offering **personalized plans** formulated by **expert underwriters** to frame Skyward as a **primary choice insurer**.

## Objectives:

- Position Skyward as a **strategic partner** – dependable, trustworthy, and knowledgeable
- Showcase Skyward's **personalization and adaptability** in meeting consumer needs
- Make Skyward the **default speciality insurance** company



# S.W.O.T. Analysis

## Strengths

- Highlight the specialized expertise of employees
- Seeking newer, and more niche markets that demand personalized plans
- A transparent, customer focused organization

## Opportunities

- Owned social media
- Engagement with trade associations and publications
- Using a unique approach to communicate speed, expertise, and personalization

## Weakness

- Limited social media presence
- A smaller sized company relative to major, international competitors
- Limited brand recognition

## Threats

- An increasingly saturated market
- Competitors boast the same differentiators
- Agents rely on what they are familiar with

# Competitors

**RLI**



**AmTrust**  
INSURANCE



# Target Audience



## Independent Insurance Agents and Brokers

- Open to explore niche markets
- Seek personalization
- **Relationship and knowledge driven**
- Set in established practices

# What's the Challenge?

This demographic is especially difficult to reach as they are **set in their way**, relying on familiar carries. Additionally, many of Skyward's competitors have created personas based on **similar points of differentiation**: expertise, speed, and reliability. Thus, we had find a **niche** way to communicate that.



# Tone

- Approachable and knowledgeable
- Client-focused and adaptable
- **Satirical and engaging**
- Intentionally casual



# The Big Idea



Overall, speciality insurance is becoming an **increasingly saturated market**, with small businesses and large-scale corporations. Most company messaging employs **the same tone** to communicate expertise, personalization, and speed. In turn, this campaign has to find a **unique way** to communicate these facts to truly differentiate the brand.

Through this campaign, Skyward Specialty Insurance employs a **satirical tone** to break through the advertising clutter. In generating an **engaging environment**, we intend to highlight why Skyward should be the **default insurer** for independent agents and brokers.

# Captain Skyward - Protector of the Unexpected

- Makes the brand more **relatable**
- Tie a face to the brand – **humanizes Skyward**
- **Follows trends:** Mayhem, Flo, Jake, etc., but in a new segment of insurance
- Adds a sense of **whimsy and humour** to the brand to differentiate itself
- **Tagline: “Sky’s the limit. Stay Skyward.”**



# Association Events

- **Strengthens relationships** while clarifying confusion about Skyward
- Promote underwriters and niche programs
- A **targeted distribution** opportunity
- Appear at the events of associations such as Wholesale & Speciality Insurance Association





Trade Journals - Such as  
*Rough Notes Magazine*

# Trade Journals - Such as *Rough Notes Magazine*



**SKYWARD**  
SPECIALTY INSURANCE  
A SKYWARD GROUP COMPANY

When your business needs critical care,  
Skyward Specialty Insurance is  
here to save the day.

**Sky's the limit. Stay Skyward.**

[skywardinsurance.com](http://skywardinsurance.com)

The advertisement is a full-page spread in a trade journal. The right page features a photograph of a man in a blue superhero costume with a yellow 'S' on his chest and a blue cape, leaning over a man lying in a hospital bed. The superhero is smiling and looking at the man in the bed. The background is a hospital room with medical equipment. The text is overlaid on the image. The left page of the journal is partially visible, showing some text and a small image of a landscape.

OUTLOOK

## Adapting Change

As a business owner, you know your company is constantly evolving. To stay ahead of the curve, you need to adapt to change. Skyward Insurance is here to help you navigate the challenges of a changing market.

With a better understanding of your business, you can make informed decisions that will help you grow and succeed. Skyward Insurance is the partner you need to stay on top of the latest trends and regulations.

Don't let a crisis bring your business down. Skyward Insurance is the safety net you need to protect your business and your future.

# SKYWARD

## SPECIALTY INSURANCE

A SKYWARD GROUP COMPANY

EXPERTISE. RESPONSE. RESULTS. SKYWARD.

Not all heroes wear capes but **Skyward** insurance agents do.

- SPECIALTY COVERAGE BUILT FOR YOU
- EXPERT AGENTS BY YOUR SIDE
- FAST SOLUTIONS WHEN IT MATTERS MOST

Sky's the limit. **Stay Skyward.**

[skywardinsurance.com](http://skywardinsurance.com)

Trade Journals - Such as *Insurance Journal*

## VIDEO STORYBOARD: LINKEDIN



**ACTION:**  
*Captain Skyward flying in*  
"Skyward Specialty Insurance is here to help when your clients need it most!"



**ACTION:**  
Disaster 1: burning building



**ACTION:**  
Disaster 2: flood



**ACTION:**  
Disaster 3: injured employees



**ACTION:**  
Highlight all major markets



**ACTION:**  
*Captain Skyward flying out*  
"Here at Skyward Specialty Insurance we are the protectors for the unexpected."

# Short-Form Video Ad

## VIDEO STORYBOARD: SKYWARD'S HOMEPAGE



### ACTION:

*Captain Skyward flying in  
"Protector of the unexpected, Captain  
Skyward will help any business in need."*



### ACTION:

Construction site breaks down



### ACTION:

People are severely injured



### ACTION:

Captain Skyward swoops in, saving all of the injured workers



### ACTION:

Captain Skyward watches over those he saved



### ACTION:

*Captain Skyward flying out  
"With personalized coverage, sky's the limit  
when you stay Skyward."*

# Short-Form Video Ads

# Banner Ad



This banner ad would be pictured on apps such as LinkedIn and National Association of Professional Insurance Agents, with the option of animation (Superhero flying across the screen to grab attention)

# Banner Ad- Website

**Sky's the limit. Stay Skyward.**

**SKYWARD**  
SPECIALTY INSURANCE

**Trusted Benefits Provider Since 1989**

Home NAPA Benefits My Account Blog About Contact Us Search [Log In](#)

**NAPA E and O Insurance**

**Affordable NAPA E and O Insurance Options for Insurance Agents, Agencies, RIAs and More**

Apply Online In Minutes    Instant Proof Of E&O Insurance Starts At \*\$26.25/Month  
Includes FREE CE    \*A\* Rated Carrier    Superior Customer Care

[Collapse All](#)

**Life & Health Agent E And O**    STARTING AS LOW AS  
**\$26.25 /MO.**

Affordable Life & Health Agent E&O Insurance. Buy E&O Insurance in less than 5 minutes.

**We value your privacy**  
We and our partners may process your data using cookies (and other tracking technologies). Some cookies are necessary to make our website work, while other optional cookies help us assess site usage, optimize your experience and promote our services. For more information, please see our [Cookie Policy](#).

[Manage Preferences](#)    [Close](#)

# Owned Social Media: *Employee Highlights*



Skyward Spec... • Following

24,292 Followers

16h • 🌐

This is Rose, an underwriter in our Global Property division. Watch the video below to know why she stays Skyward.



👍❤️👍 113

64 comments • 1 repost

# Owned Social Media: *Emerging Risks*



Skyward Spec... • Following

24,292 Followers

16h • 🌐

Speciality insurance continues to grow as hard-to-place risks continue to pop up. One such new market is the coverage of A.I...



👍👎🔄 113

64 comments • 1 repost

# Owned Social Media: *In the Field*



Skyward Spec... • Following

24,292 Followers

16h • 🌐

Construction is an inherently risky business. Each site needs a personalized plan to best fit each project. During the building of...



👍👎🔄 113

64 comments · 1 repost

# Merchandise



# Podcast Ad

“Skyward Specialty Insurance is the **protector of the unexpected** when it comes to hard-to-place risks. With highly trained and specialized underwriters, Skyward provides adaptable coverage for newly emerging markets. With a strategic and collaborative team, the **sky’s the limit when you stay Skyward.**”



# Podcast Ad



“Do you or someone you know have a business with locations across the country? Skyward Specialty Insurance, **protector of the unexpected**, will help you plan for every hard-to-place risk. Providing personalized plans composed by highly specialized underwriters the **sky’s the limit when you stay Skyward.**”

# Account Holder Focused: Billboards



# Account Holder Focused: Bus Stops and Wraps



# To Conclude, Your Campaign...

- Meets and engages with the audience where they already exist
- Generates an approachable and welcoming environment
- Adds humor to a jargon filled market
- Positions Skyward Specialty Insurance as a dependable and strategic partner not just another carrier
- Overall communicates expertise, speed, and personalization



Sky's the limit. Stay Skyward.

A panoramic view of the Chicago skyline at dusk, featuring prominent skyscrapers like the Willis Tower and the Trump Tower, set against a blue and orange sky with wispy clouds and a few streaks of light.

Thank You! Any Questions?