

# Skyward Specialty Insurance

Emily Boecker, Divinity Braboy-Dorsey, & Joey Portincaso



# The Brief

## Background

- Skyward Insurance must stand out not only for what it sells, but for how it engages
- Skyward insurance ensures that it is seen as knowledgeable, dependable, and easy to do business with
- In short: **smart coverage, smoother relationships**

## Communication Objectives

- To position Skyward as a smart, strategic partner for independent agents
- Increase submissions from independent agents
- Strengthen long-term agent relationships and loyalty

## Challenge Analysis

- The specialty insurance partner that helps agents solve complex problems with confidence and ease
- **Smart. Strategic. and Collaborative.**



## The Big Idea

To create designs that are eye catching, memorable, and easy to read in a variety of digital scenarios while also commuting to independent insurance agents and brokers who handle complex or hard-to-place risks.



# Who, What and Why?

## Who?

Independent insurance agents and brokers who handle complex or hard to place risks.

These professionals choose where to place business and rely on trusted carrier partnerships.

## What?

Position Skyward as the go-to partner for solving complex, hard-to-place risks with confidence and ease.

Smart coverage. Smoother partnerships.

## Why?

- The specialty insurance market is crowded and highly competitive
- Many carriers claim the same benefits (fast, expert, partner)
- Agents tend to stick with familiar carriers
- Skyward must prove not just claim it makes complex placements easier and more reliable

# The Competition

## Markel Corporation

Specialty insurance and investment platform. follows the mini berkshire model



## Strengths

- Larger scale
- been around much longer
- global reach

## Weaknesses

- less nimble in emerging segments
- can't cover as many "Niche" claims

## Takeaway

because of the scale advantage it would be better for skyward to focus on more niche segments. targeting areas we know out competition struggles in will increase the chances of getting the right audiences attention.

# The Competition

## beazley

Specialty insurer with expertise in cyber, specialty liability, and emerging risks.



## Strengths

- expertise in high growth lines like cyber
- large presence in Lloyd market and global distribution (one of the leading insurance marketplaces.)
- have an established brand in complex risk underwriting

## Weaknesses

- more concentrated in cyber product lines
- less U.S. centric specialization

## Takeaway

beazley competes on innovation and specialty expertise like skyward, but it is less diversified across Niche U.S. verticals, target independent agents in these niches

# The Competition

## Axis Capital Holdings Limited

Global specialty insurer and re-insurer



### Strengths

- Global scale and diversification
- Advanced analytics and risk modeling capabilities
- broad product suite and geographic reach

### Weaknesses

- more complex structure - slow adaptation in highly specialized segments
- less focused on niche E&S execution

### Takeaway

AXIS is a scale and capability driven competitor, Skyward differentiates through specialization and underwriting discipline in select niches, searching for agents in those areas.

# The Competition

## The Hartford

Large U.S. multi-line commercial insurer



### Strengths

- Strong brand, distribution network, and scale.
- Broad standard commercial insurance offerings
- Good relationship with SMB and middle-market clients

### Weaknesses

- little focus on E&S and highly specialized risks
- more exposure to commoditized standard lines

### Takeaway

Hartford is less of a direct specialty competitor, skyward thrives in the places where Hartford is weaker, like complex or hard to place risks

# Banner Ad

- site agents and brokers frequent
- advertise good partnership

The screenshot shows the InsurTech Digital website homepage. At the top, the navigation bar includes the InsurTech logo and links for News & Articles, Magazines, Reports & Whitepapers, Topics, Webinars, Login, and Register. The main content area is divided into several sections:

- Featured:** A large article titled "Huawei Cloud: Transforming Data Centres for Insurance Firms" with a background image of a person looking at a screen.
- Articles:** Three columns of article teasers:
  - "Munich Re and the Tech Trends Reshaping Insurtech in 2026" (Technology & AI)
  - "Aon: Widening Cover Across the Data Centre Lifecycle" (Insurtech)
  - "What are Insurity and INFORCE Doing for Client Experience?" (Customer Experience (CX))
- Interviews:** Three smaller article teasers:
  - "How Visa & Neat Scale AI-Driven Embedded Insurance in Europe" (Insurtech)
  - "Chapter Secures US\$100m to Scale AI Medicare Platform" (Life & Pensions)
  - "Why AI Alone Won't Fix Cross-Sell in Insurance" (Insurtech)
- Magazines:** A stack of three magazine covers with titles like "THE PROACTIVE INSURER" and "POWERING BUSINESS SUCCESS". A "Read Now" button is visible.
- Right Sidebar:** A blue banner with the text "Specialized protection. With confidence." and a "you've built." headline.

At the bottom, there is a large banner for Skyward Group with the text "PARTNERSHIP WITH YOU IN MIND" and a "View all" button.

# Email Ad

The screenshot shows a Gmail interface. On the left is a sidebar with navigation options: Compose, Inbox (14), Starred, Snoozed, Sent, Drafts, More, Labels (+), Categories, Team, News, Work, and Personal. The main area displays an email from SkywardGroup (randomdesign@gmail.com) titled "Check out my templates". The email content features the Skyward Group logo, a photograph of a surgeon in an operating room, and a promotional message: "WHEN CLAIMS SPIKE, YOUR COVERAGE SHOULDN'T". Below this is a smaller image of surgeons with a text box titled "MEDICAL STOP-LOSS, BUILT FOR STABILITY" listing three benefits: flexible coverage for self-funded plans, experienced underwriting, and reliable protection against high-cost claims. At the bottom of the email are "Reply" and "Forward" buttons.

**SKYWARD GROUP**

**WHEN CLAIMS SPIKE, YOUR COVERAGE SHOULDN'T**

**MEDICAL STOP-LOSS, BUILT FOR STABILITY**

- Flexible coverage for self-funded plans
- Experienced underwriting that understands risk
- Reliable protection against high-cost claims

# Email Ad

The screenshot shows a Gmail interface with a sidebar on the left containing navigation options like Compose, Inbox (14), Starred, Snoozed, Sent, Drafts, and More. Below these are labels: Categories, Team, News, Work, and Personal. The main area displays an email from SkywardGroup with the subject "Check out my templates". The email content features two promotional cards. The first card, titled "WHEN CLAIMS SPIKE, YOUR COVERAGE SHOULDN'T", includes an image of surgeons and a list of benefits: "MEDICAL STOP-LOSS, BUILT FOR STABILITY", "Flexible coverage for self-funded plans", "Experienced underwriting that understands risk", and "Reliable protection against high-cost claims". The second card, titled "CONFIDENCE FOR UNPREDICTABLE CLAIMS", includes an image of a person reviewing documents and the text: "We help agents protect their clients with tailored stop-loss solutions designed for long-term plan stability." At the bottom of the email, there is a call to action: "Contact Our Crane & Rigging Team [Email] | [Phone] | skywardinsurance.com". The email interface also shows standard Gmail controls like Reply and Forward buttons.

# Email Ad

**Gmail** Search mail

Compose

Inbox 14

Starred

Snoozed

Sent

Drafts

More

Labels +

Categories

Team

News

Work


Personal

Check out my templates Inbox x


**SkywardGroup** <randomdesign@gmail.com> to me

June 25, 2018, 3:26PM

**SKYWARD GROUP**



**SPECIALIZED COVERAGE FOR COMPLEX LIFTS**



**DEDICATED CRANE & RIGGING EXPERTISE**

- Flexible underwriting built for real-world risks
- Responsive claims when it matters most

Reply Forward

# Email Ad

**Gmail** Search mail

Compose

Inbox 14

Starred

Snoozed

Sent

Drafts

More

Labels +

Categories

Team

News

Work

Personal

Check out my templates Inbox x

**SkywardGroup** <randomdesign@gmail.com>  
to me

June 25, 2018, 3:26PM

**SPECIALIZED COVERAGE FOR COMPLEX RIGGING**

**DEDICATED CRANE & RIGGING EXPERTISE**

- Flexible underwriting built for real-world risks
- Responsive claims when it matters most

**LET'S BUILD SMAETER COVERAGE TOGETHER**

We partner with agents to write complex crane & rigging accounts with confidence backed by deep industry expertise and responsive support.

Contact Our Crane & Rigging Team  
[Email] | [Phone] | [skywardinsurance.com](http://skywardinsurance.com)

Reply Forward

**LinkedIn  
Video Post**



**Consistency:** every piece looks and feels like the same brand

**Clarity:** messaging is direct, professional, and easy to understand

**Relevance:** content is tailored specifically to agents, not a general audience

## Conclusion

- Our campaign stands out because we didn't just create ads we created a full, connected experience for agents interacting with Skyward Specialty Insurance.
- Our ads aren't just creative they reflect how agents actually discover, evaluate, and choose insurance partners in the real world.

We didn't just design ads,  
**we designed how Skyward shows up in the real world.**

