

Brand Image - Skyward Speciality Insurance



Project Brief / Overview

The Idea

- Skyward provides tailored coverage for complex risks
- The company distributes its products through independent insurance agents and brokers

The Goal

- To strengthen brand experience and reach insurance brokers in a way that will stand out against competitors
- Create long term relationships with clients

Target Audience

Primary

- Insurance Brokers
- Agents

Secondary

- Internal sales teams and underwriters who deliver the brand experience daily

Competition



TOKIO MARINE



CHUBB®

RLI®
DIFFERENT WORKS

What's the challenge?

- All competitors say they are fast and get the job done
- Agents are busy and typically rely on insurance companies **they already know and trust**
- Some have better reputation in certain areas than others

Big Idea

We are the most reliable

Why is Skyward the most reliable?

- Combined Ratio 85-92%
 - Outperforming Peer Specialty Groups with median of Low-mid 90s
- Financially Stable = Great long term partner
- AM Best - A Rating with Stable Outlook
 - of subsidiary companies
- Lots of Growth with stability
 - Gross written premiums grew ~20% year-over-year
 - Six of eight underwriting divisions grew double digits

Touchpoints

In Person Selling

There are many events that are related to specialty insurance lines that Skyward provides insurance for, and it is proven that in-person sales build **better connections** and overall has **higher conversion rates**.

Examples:

- **World of Concrete** is an international trade show that dedicates to concrete and masonry industries. Being a speaker at the trade will **show your reliability** through the events reputation.
- **PLUS Conference** is a place to be educated, network, and discuss future risks. They have speakers at these events and like before, being a speaker will **show reliability through the events reputation** and allows you to set up a booth.



Collaboration with Content Creators

Getting interviewed on **podcasts with reputation** gives you a level of trust which can be used to showcase your reliability.

Examples:

- **The Insurance Guys Podcast** who has an audience including independent agents and brokers have high viewership, **good reputation**, and positive reviews. They interview people who are successful and proven industry leaders.
- The **Flood Insurance Guru**, based on testimonials has a high reputation. **Collaborating** to write a blog with him could increase Skywards reputation and get people in the door.

Loyalty Program

- **Consistency** and **long-term** focus
 - If Skyward continues to give benefits every year, it shows that they follow through on promises
 - Clear and stable rules also show a companies transparency

- You are **showing** independent agents and brokers you are investing in them and aren't concerned about the financial burden it brings onto Skyward
 - Saving independent agents and brokers money through discounts over time
 - Setting up priority underwriting and completing all underwritings on time

Magazines

Full Page FC

SKYWARD
SPECIALTY INSURANCE
A SKYWARD GROUP COMPANY

Reliability you can measure

Double Digit Growth in Six of Eight Underwriting Divisions

Primarily from

- Surety
- Programs
- Captives
- Global Property & Agriculture
- Transactional E&S

with same-day transactional bond capability

With stable underwriting and extreme growth without exiting markets, Skyward Specialty Insurance proven to be stable and reliable, with an expanding and profitable appetite.

Visit skywardinsurance.com

½ Page FC

Independent Agent
Magazine, Insurance Journal

250,000 Big "I" association
members

40,000 print

60,000 online readers

Reliable
Even When Conditions aren't

Check out our **Surety Insurance**
our fastest growing division

SKYWARD
SPECIALTY INSURANCE
A SKYWARD GROUP COMPANY

Magazines

- **First Priority** Inserts
- Belly Bands, Advertorials
- Run of Site Ads, Independent Agent Magazine Website



SKYWARD SPECIALTY INSURANCE A SKYWARD GROUP COMPANY	Surety	General Liability	Property Insurance
	Accident & Health	Workers Compensation	Excess/Umbrella Liability
	Professional Liability	Commercial Auto	And 20+ more lines

LinkedIn

- Allowing for consistent advertising that **reinforces trust and reliability** throughout Skyward
- Promote Skyward in a business professional focused environment
- Connect with potential clients and build a **professional partnership** through LinkedIn



LinkedIn

- Use interactive polls like “**Would you write this risk?**” to simulate real underwriting decisions to spark engagement
- Post “myth vs. reality” content to **challenge misconceptions** about specialty insurance and position Skyward as a **trusted authority**
- Encourage comments and discussions to build partnerships and increase visibility

Banner Ad

- Increases Skywards **awareness and visibility** across platforms people normally visit
- Reaches a broad audience **beyond** professional networks
- Banner Ads quickly highlight the most relevant and important information making it **easy to see and understand** for their clients

Banner Ad



SKYWARD
SPECIALTY INSURANCE

Trustworthy Insurance Solutions

Partnering for Your Peace of Mind

[LEARN MORE](#)

Newsletters

- Insurance brokers and agents look at newsletters on a **daily to weekly basis** to understand what is going on in the world of insurance
- By trying to get an advertisement on a newsletter, such as Insurance Journal, which is popular in the industry, Skyward will be at the **front of everyone's eyes** when they are looking for an insurance company to work with



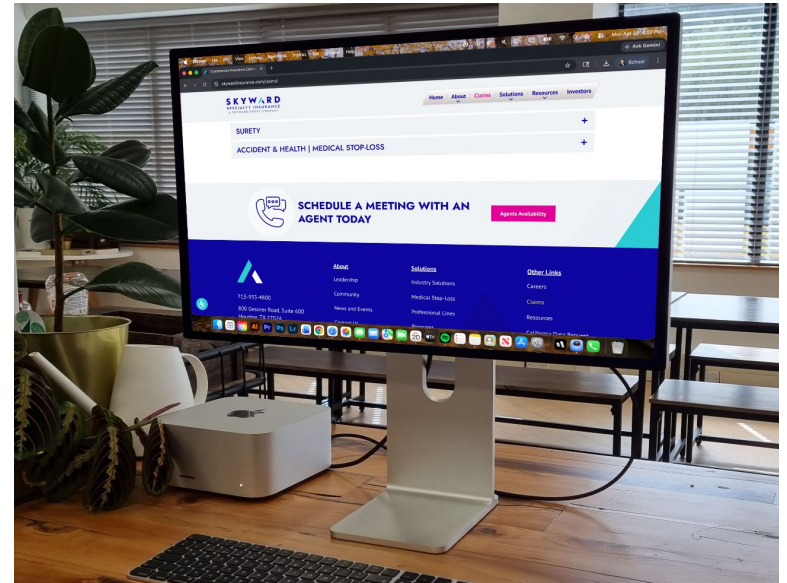
Underwriter Access Guarantee

Insurance brokers and agents get busy, so it is important that they find a company that values their time and can be **reliable**

To stand out:

- Calendar booking links for direct schedule
- Landing page tracker

By introducing these, it will prove to the agents and brokers that **their time is valued**



Webinars

Hosting webinars allows Skyward to reach the audience and give the brokers and agents **a little sample of what Skyward has to offer**. This would be tailored towards **new agents and brokers**.

Examples of webinars could be:

- Common Rookie Mistakes
 - *Being honest, submitting incomplete applications*
- How to Talk to Underwriters
 - *Explaining what underwriters actually care about*

Conclusion

Our objective is to:

- Position Skyward as a **smart, strategic** partner
- Increase agents **confidence and trust in thought leadership**
- Form **long term relationships**

This all falls under Reliability.

Our plan:

- **Maximizes initial reliability** in Skyward
- Finds brokers and agents in their daily lives.

This strategy is the best for Skyward Specialty Insurance.

Thank you!
Any Questions?

