

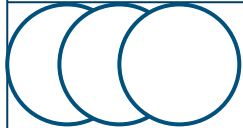
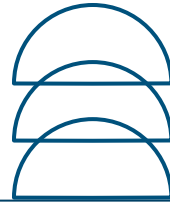


Brand Image Plan

SKYWARD

SPECIALTY INSURANCE

A SKYWARD GROUP COMPANY



Emma Campos, Alexander Vohland, & Char O'Shaughnessy



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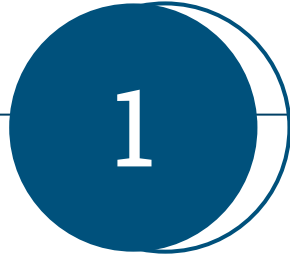
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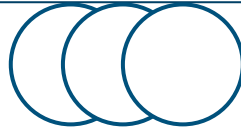
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Conclusions



Brief Objectives





Objectives

The client, Skyward Specialty Insurance, wants to position itself as the **go to partner for independent agents and brokers** when handling complex, hard to place risks. They aim to **increase submissions and build trust** by showcasing their expertise, responsiveness, and tailored solutions.

Their primary audience is **busy independent agents and brokers** who work with multiple carriers and tend to stick with familiar options. The main challenge is **standing out in a crowded market**, where competitors claim similar strengths, and breaking through the noise to become the **first choice for specialty insurance placements**.

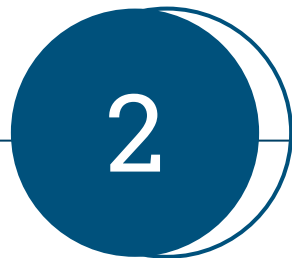
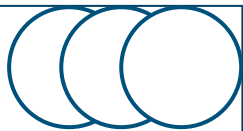




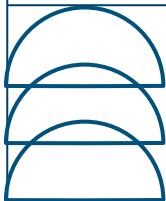
Audience

- **Primary:** Independent insurance agents and brokers
- **Secondary:** Internal sales teams and underwriters who deliver the brand experience daily





Big Idea



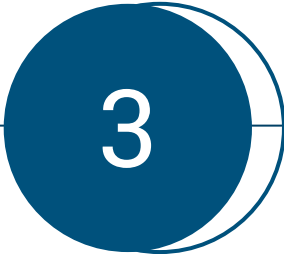
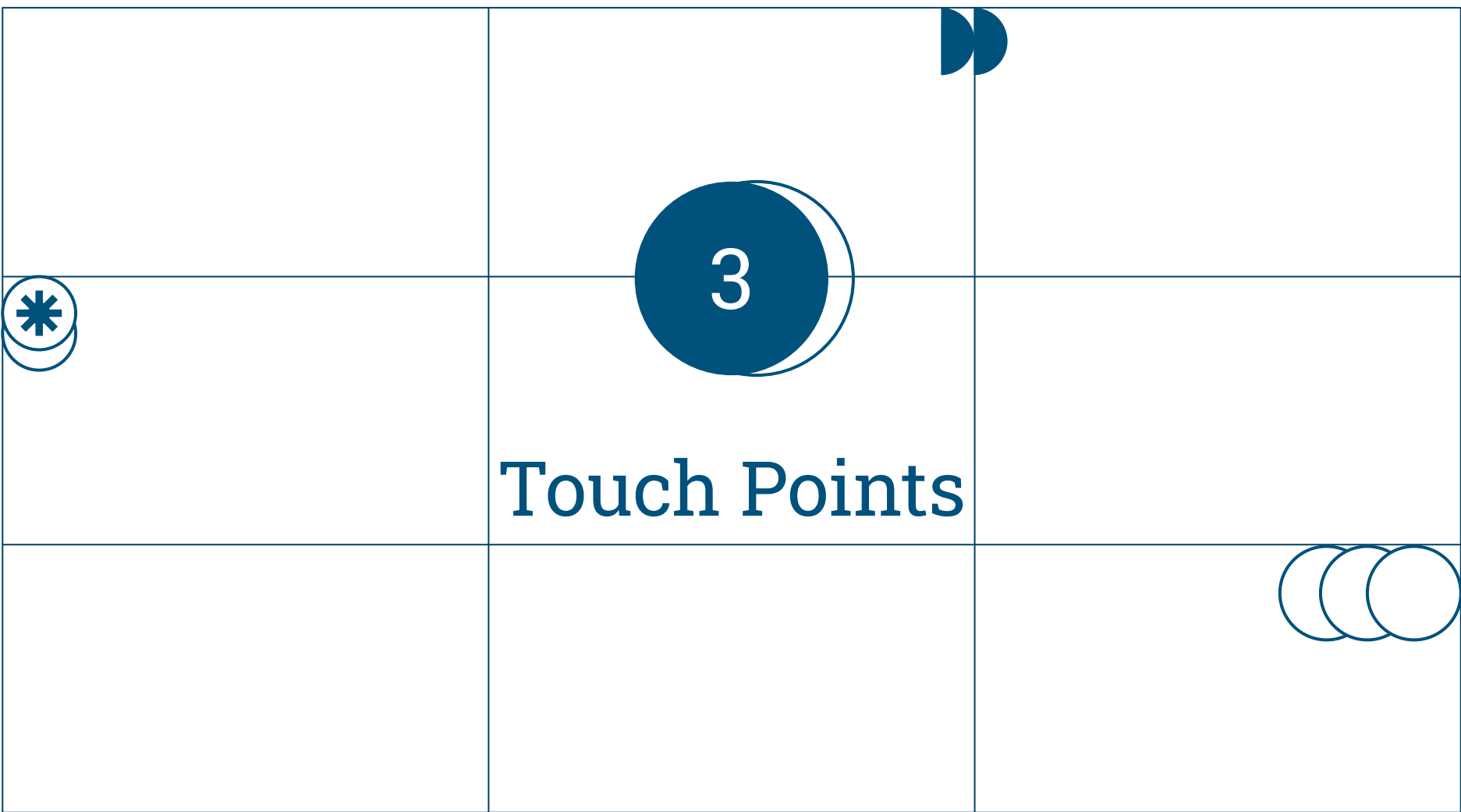


Big Idea

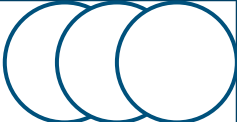
For our brand image we wanted to focus on building partnerships. Skyward Specialty Insurance builds stronger outcomes through collaborative partnerships with independent agents and brokers, working side by side to simplify complex risks and deliver confident solutions for hard to place business.

When risks are complex, Skyward partners with agents to turn uncertainty into confident placements, together solving what others can't.





Touch Points



Partnership Poster:

SKYWARD
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PARTNER WITH US, GROW SKYWARD

Together with agents, we turn complex risks into growth
with Skyward Specialty.



SKYWARD
SPECIALTY INSURANCE



PARTNER WITH SKYWARD

Keeping you covered even during the toughest job



Banner Ad Examples:

SKYWARD
SPECIALTY INSURANCE
A SKYWARD GROUP COMPANY

WE'RE IN THIS TOGETHER





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SPECIALTY INSURANCE
A SKYWARD GROUP COMPANY

WE'RE IN THIS TOGETHER





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Request appointment



Register/Log in



Medical Website Ad

**CURING THE UNCURABLE IMAGINING THE
UNIMAGINABLE SOLVING THE UNSOLVABLE
PREDICTING THE UNPREDICTABLE SEEING THE
UNSEEABLE TREATING THE UNTREATABLE**

This is where the unbelievable happens.

At Mayo Clinic, we are doing what's never been done. From groundbreaking treatments to personalized care enhanced through innovations like AI and 3D printing, we have the skills, the people, and the ideas to transform medicine. Health care will never be the same.

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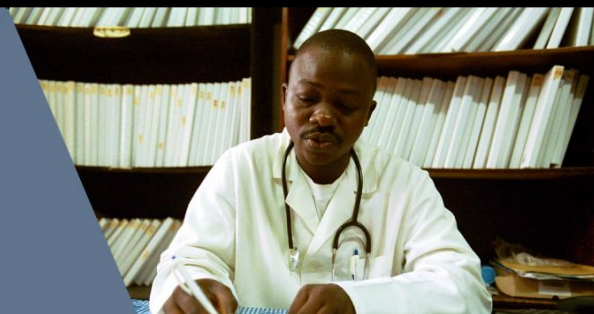
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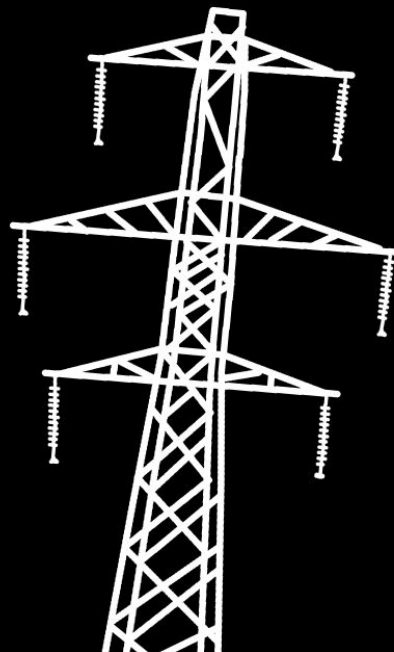
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THE POWER ON.**

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WE'VE GOT THIS.**

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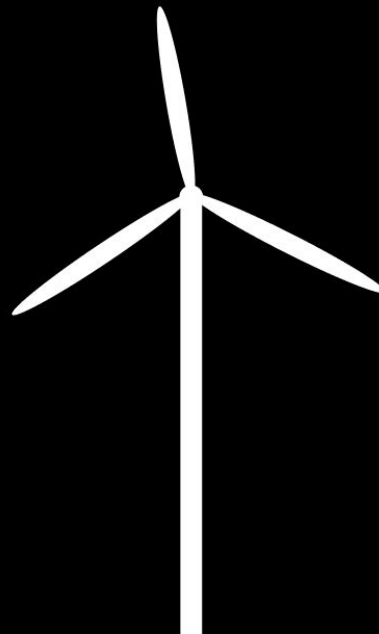
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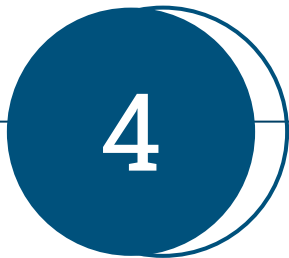
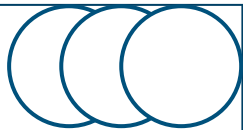
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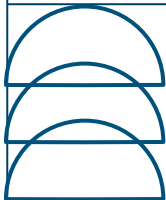
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Conclusion



Conclusion

In conclusion, our campaign positions Skyward Specialty Insurance as more than just a carrier. It becomes a strong partner to independent agents and brokers. By focusing on collaboration, we show how Skyward works alongside agents to confidently place complex and hard to handle risks, ultimately driving growth for both the agent and the company.



Thank you!