



Highly Rated



**The ideas-driven PR & content agency respected by insurers,
brokers & financial services providers.**



No Introduction Necessary

When insurance and financial services companies appoint a public relations consultant (PR), content writer or copywriter, they often take a shot in the dark.

They frequently appoint agencies with seemingly good credentials, but who have no background in insurance and financial services.

They underestimate the need to understand their financial-related world and translate it, so as to build a dynamic campaign that actually achieves its goals.

They expect PR consultants and copywriters, with no experience of insurance or financial services, to be able to write compelling content and blogs.

Invariably, it all goes horribly wrong.

So why take the risk, when you can work with a multi-award-winning specialist that has worked in the sector since 1993?

Why instruct a consultant with no passion for your products, when you can appoint one that has built award-winning campaigns for businesses just like yours, on the basis of creativity, flair and a love of the human stories that always underpin what you do?

Why look further than Catapult PR?

catapult®



In-depth Insurance & Financial Services PR Experience

Our Managing Director flies high in the insurance and financial services PR world. She was once PR manager of Swinton Insurance, managing the PR across the motor, home, pet and travel insurance product range, as well as handling and writing all internal communications and the staff newsletter.

In 1994, she was headhunted to launch Privilege Insurance, when it was a high-risk motor insurer. The campaign won a PR award.

She then joined a Leeds agency and became a director, heading up the Yorkshire Bank account. Her 'Flexible Payment Mortgage' campaign won a national CIPR Sword of Excellence.

She also handled the Green Flag motor and home rescue campaigns, as well as a dynamic PR campaign for Wedding Plan.

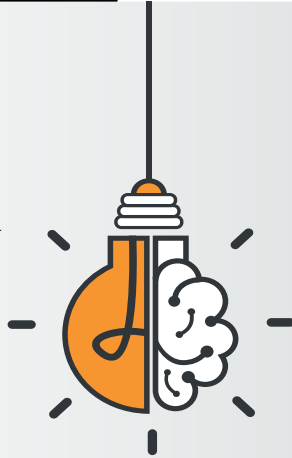
In 1998, she founded Catapult PR, with Abbey National Direct as her first client. Within four months, she was also handling the PR for Bennetts Motorcycle Insurance and Primary Direct Travel insurance. The awards soon followed.

Such accolades provide the evidence that experience matters and that what we do for our insurance and financial services clients is always done well.

So with such incredible credentials, shouldn't we be sprinkling some of our magic on your campaigns?



CREATIVE IDEA



Shaping Winners

We've used our ideas to help clients, such as big Manchester-based insurance groups, scoop their own awards.

We've used them to help YBS create a phenomenal CSR-focused campaign that was also an award-winner.

We've even taken Will Writers to award finals.

We've helped an insurance network become Network of the Year and created campaigns that have allowed an independent broker to scoop 4 national awards in just 3 years.

Our ideas wow.

Ideas = results (in PR algebra terms!)

Isn't it time you started generating some?

Our Personal Lines Insurance Expertise

When it comes to personal lines insurance, we're chameleons that can adapt to any insurance product and its target audiences. We have promoted:

- Pet insurance
- Travel insurance
- Motor insurance
- Motorcycle insurance
- Car hire excess insurance
- Exotic pet insurance
- Wedding insurance
- Home buildings and contents insurance
- Loss of licence cover
- Funeral plans

We have always done so in sparkling fashion, creating numerous award-winning campaigns for pet, travel and motorcycle insurance, and generating wall-to-wall coverage. We have built thought leadership, driven sales, launched new products and brought existing ones to life.

Let us put the storytelling behind your personal lines insurance products and see the difference that experience, passion and extreme creativity can make.





Our Commercial Lines Insurance Expertise

When it comes to commercial lines insurance, we have worked with a major commercial insurance broker and appointed representative network for 7 years. We handle all of their writing and external communication and have watched them grow and flourish, with our support.

We have specific expertise in motor fleet insurance and in specific products such as liability covers, cyber insurance, marine cargo, directors & officers and yacht and yacht crew insurance.

We also write articles about 8 different types of commercial insurance product every month, researching hot topics in the world of business, to create relevant insurance-related collateral that can be utilised in broker marketing campaigns.

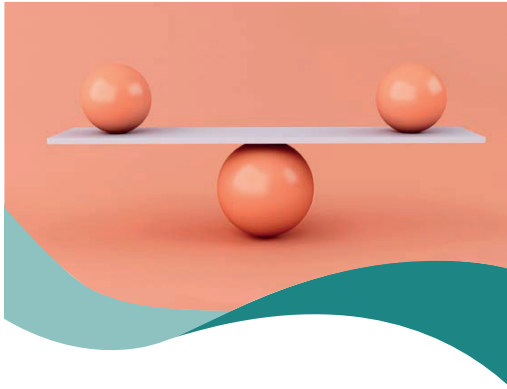
We have also worked in ex-pat medical insurance and group travel insurance; high net worth insurance and much more.



Insurance and Financial Services Creatives & Wordsmiths

We handle content writing, general copywriting and PR briefs for award-winning insurance network, WTW Networks, even creating groundbreaking downloads such as the pandemic-relevant, 'Broking in Balance' publication. No wonder that helped the network become Network of the Year in the UK Broker Awards.

But we're good at that. Our 2019 campaign for Leeds-based broker, McCarron Coates, helped them become double Insurance Times awards winners. Our 2020/21 pandemic activity, focused on coach and courier sectors, helped them scoop a National Insurance Award and a UK Broker Award, judges particularly loving our hugely successful 'Wish You Could Hear' lobbying campaign.



Broking in Balance

Making Network Positivity Our Policy



GAUNTLET
RISK MANAGEMENT LTD



JAMES AND THE GIANT BREACH

Online Content and Copywriting

Writing online blogs, e-newsletters, e-shots, news articles and content is something we undertake with gusto for insurance and financial services clients. We do the legwork required for a compelling article and bring the topic to life, through the words we deploy.

We also make sure clients are equipped with content downloads and e-books, adding value to a customer's website visit and providing information that can help convert a prospect into a buyer.

And rest assured that we can create the quirky, be that a quiz based around coach operators' locations, or a cyber insurance booklet linked to Roald Dahl!

There's still lots of demand for brochures, whether these are downloaded, handed to the customer, or readily available for picking up at exhibitions. If you need these sorts of internal or external communications, we should be your first port of call.

Newsletters are another way in which to stay in contact with customers and keep employees motivated. Marshalling our in-house newsletter editing experience, we can equip you with all that you need.

PR and Content for Insurance Brokers or Network Branches

Outreach activity into the heart of a local business area is often vital for an independent insurance broker who needs to make their presence known and communicate what they stand for.

We have decades of expertise when it comes to making media headlines for local brokers and branches within networks. We know how to engineer the story drip-feed that can make exposure continual and build awareness of a brokerage or branch over time. We have even written branch network PR guides!

Thought leadership is a huge part of what a local broker often needs and we have already proved just how on the ball we are when it comes to creating thought leaders.

Whether you are a generalist or a specialist, and regardless of where your brokerage or branch is located, we can help you raise awareness of your services and your expertise.

Please just get in touch.

BROKER



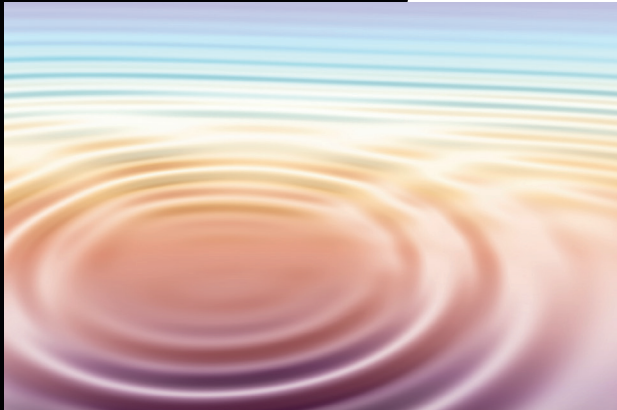


CSR and ESG for Insurers, Brokers and Financial Services Firms

Catapult PR and its managing director have together handled the promotion behind some of Britain's biggest CSR and sponsorship initiatives, including those undertaken by the likes of British Gas, CIS, Britannia and YBS.

We ensure that community support and engagement does not go unnoticed and that the positive ripples you generate, because of your goodwill gestures, donations, volunteering, fundraising, or financial support, are appreciated and support your brand. Whether your activity fosters sustainability, supports causes that matter locally, is sports-sponsorship focused or is directed at children and education, we can maximise the marketing benefits from it. If you need evidence of that, just look at our Send Shirts to Skopje case study for YBS.

At a time when ESG is becoming so relevant, our in-depth skills in CSR maximisation, as well as our award-winning campaigns for sustainability initiatives, cannot be ignored. **Did you know that one of our campaigns – a sustainability campaign - won the national CIPR Excellence Award for 'Best B2B Campaign' in the UK, in 2021?**





Financial Services

We have handled campaigns for a wide variety of financial services products, from mortgages to pensions and from life assurance to Powers of Attorney. In doing this, we have represented household names and high street banks; leading insurance providers and dedicated ESG advocates.

Our dynamic ideas for savings products have led to internationally significant campaigns; our concepts for loans-related products have generated impressive headlines. If you want to put your financial services campaign in safe hands, look no further!

We have also constructed some of the most interesting research surveys in the sector and are experienced in using research-led material within financial services' PR campaigns. Additionally, some of our ideas have wowed in both print and stand-alone imagery.

If you wish to breathe life into products that are 'dull' at face value, or want to add colour to those perceived as 'grey', we are the agency for you.

We have also made our mark in the world of loss assessing, creating compelling online content articles for property loss assessors. Who else do you know who has created the world's first loss assessing board game, or linked the world of loss assessing to that of Hollywood movies?



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Ideas
connect
people



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Let's connect!

Our promise to all insurance and financial services clients is that we will be creative, continually think about your business and suggest potential ideas and opportunities, on an ongoing basis. Above all, we will focus on achieving the results you want to see.

A combination of inspiration and hard work has led us to 50+* awards and over 70 finalists' accolades so far and we'd love to use the talent that has underpinned this success, to help you achieve your goals.

So, if you want ideas and compelling words in your marketing campaign, let's connect!

Call Jane Hunt (07711 628661) or email jane@catapultpr.co.uk for a no-obligation discussion. More information is available at www.catapultpr.co.uk

(* as of November 2021)

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