



# BANISHING THE GREY



IMAGINATIVE INSURANCE & FINANCIAL SERVICES CAMPAIGNS AND CONTENT



## CHANGE YOUR FINANCIAL SERVICES MARKETING PALETTE

Just because financial services PR campaigns are often dull and predictable, yours don't have to be.

Be honest. Is PR really working hard for you, or just operating somewhere within the '50 shades of grey' financial services marketing palette? Is it actually exciting nobody?

At the same time, how compelling and effective are your downloads, newsletters, lead magnets or social media

campaigns? Do they engage anyone?

Perhaps you need to shake things up with the help of an expert in producing dynamic insurance-sector PR campaigns and content and an agency with a 25-year award-winning track record and 60 awards in the trophy cabinet?

Maybe you need the expertise of an agency led by an MD who has worked in in-house insurance roles, who launched



Privilege Insurance with an award-winning campaign and who created headline-generating campaigns for Wedding Plan, Green Flag Motor Rescue and Green Flag Home Assistance, Britannia and Yorkshire Bank, even before founding Catapult PR?

When the magic of our outstanding ideas and creative approaches is mixed in with our knowledge and expertise, campaigns and content soon abandon the slate, charcoal and very light grey. Are you ready to take your PR and content to that place where you suddenly start to attract attention?



\*as of July, 2023

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# BANISHING THE 'GREY' FROM INSURANCE CAMPAIGNS

## OUR BRILLIANT CAMPAIGNS HAVE DRIVEN HOME THE ADVANTAGES AND NEED FOR:

Worried we might not be able to bring your insurance products or service to life?

Well, there's no need. We've created vibrant and dynamic campaigns for insurers, insurance networks, individual broking businesses, online insurance providers and branch-based insurance businesses.

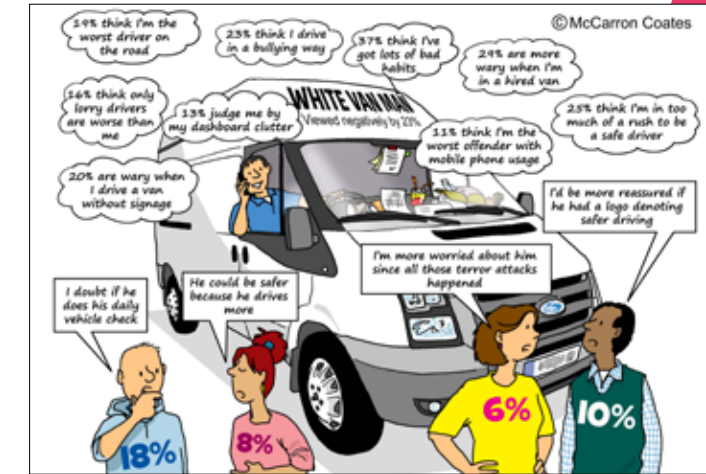
**Dull is not a word associated with our work!**

- Travel insurance (Primary Direct for 6 years & several others)
- Pet insurance and exotic pet insurance
- Home buildings and contents insurance
- Motor insurance
- Motorcycle insurance (Bennetts for 6 years)
- Wedding insurance
- Car hire excess insurance
- Funeral plans
- Yacht crew insurance
- Ex-pat medical insurance
- Loss assessing
- A wide variety of commercial insurances – bus and coach, haulage, general commercial, cyber, PI, marine cargo, wine and spirits, D&O, PMI and many more
- Broker advice and knowledge

In the B2C sector, we have made phone lines buzz and online sales of products rocket, built brands and helped brands be more closely aligned with customers.

In the B2B sector, we have again brought clients closer to their clients, whether through lobbying, 'helpful content', or compelling thought-leadership campaigns.

We have seen our clients' businesses flourish through our work and helped them become high-flyers, winning their own industry awards and national titles.



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# ADDING COLOUR TO FINANCIAL SERVICES PR, CSR AND ESG CAMPAIGNS

Our financial services PR campaigns were award-winners even before Catapult PR was established, with our MD creating a campaign for Yorkshire Bank that won a CIPR Sword of Excellence for the huge demand it fuelled for the flexible payment mortgage (Aussie mortgage).

Our financial services PR has spanned everything from loans, savings and pensions, to children's treasure bonds and Wills.

It has also seen us handling in-depth CSR campaigns for financial services providers and insurers, including the brilliant, high-impact Send Shirts to Skopje campaign for YBS. Communicating how brands are assisting communities and customers is another forte of ours. Several of our awards have been won for exciting community relations campaigns.

With ESG so important to many insurance-sector companies, it is also worth noting that we won the 2021 national CIPR Excellence Award for 'Best B2B Campaign' for a campaign that was all about sustainability.





# VIBRANT CONTENT

Whether it has been creating a 'Mistakes and Ladders' board game for a loss assessor, or assisting the mental health of independent brokers during lockdown with a 'Broking in Balance' booklet, our content has hit the spot and differentiated our clients' brands.

Our clients commission us to write online articles (to demonstrate thought leadership, create interest and generate SEO benefit) and equally find our wordsmithery within articles a great way of building authority on LinkedIn. Some employ us to handle

their newsletters and e-shot writing, as well as penning brochures that they can take to exhibitions.

When our clients need new website copy, we are on hand to oblige, ensuring that their messaging is spot-on and clarity of communication shines through.

Our content campaigns also involve creating outstanding downloads, accessible to our clients' targets via website resource areas or lead magnet campaigns. We already have a national award for content

writing and, in July 2023, our insurance content for another client has been shortlisted for an award.

And let's not forget how we manage content through social media campaigns too – adding a new dynamism to our clients' social media posts. By using our own podcast channels (The Catapult PR Show and Poodling Around) to our clients' benefit, we also offer clients audio content from both our full podcasts and the Audiogram snippets that we produce and incorporate into social media posts.



JUST SOME OF  
THE BRANDS  
TO WHOM  
WE HAVE  
GIVEN  
WINGS...

- Abbey National Direct
- Bennetts Motorcycle Insurance\*
- Bikesure
- Budget Insurance Group
- CIS/CFS\*
- Flexicover Direct
- Institute of Professional Willwriters\*
- Insurance4CarHire
- Primary Direct Pet\*
- Primary Direct Home
- Primary Direct Travel\*
- Primary Insurance Group
- YBS\*

**CURRENT INSURANCE/  
FINANCIAL SERVICES  
CLIENTS**

- Ascend Broking
- Europesure
- Gauntlet Appointed Representative Network\*
- Gauntlet Group\*
- McCarron Coates\*
- Willis Towers Watson Networks\*

\*award-winning  
campaigns created

# IMAGINE...

## HOW TO BANISH THE GREY FROM YOUR PR AND CONTENT

If you wish to access all the passion, imagination and compelling content that we pour into our clients' campaigns, it's very easy.

Simply email [jane@catapultpr.co.uk](mailto:jane@catapultpr.co.uk) or contact Jane Hunt via a LinkedIn message (<https://www.linkedin.com/in/janehunt/>)

Alternatively, give us a call on 0333 2424062 or 07711 628661 or book a discovery meeting here <https://CatapultPR.as.me/>

Check out our website at [www.catapultpr.co.uk](http://www.catapultpr.co.uk) for more information or other channels via our Linktree. Just scan the code.





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