



In a crowded
market, you need to
stand out.

You need to be
_savvy.

Strategic brand and marketing is the key.

we are
_savvy
STRATEGIC BRAND & MARKETING



Being a trusted adviser is no longer enough in the insurance market, you need to have personality, pizzazz and business prowess in order to win the heart (and business) of clients.

We offer tailored insurance marketing packages so that your brand, marketing and communications will cut through the noise. Helping you to:

- drive growth
- attract new customers
- inspire loyalty with existing customers
- create specific industry strength
- change the perception of insurance
- maximise employee and stakeholder engagement

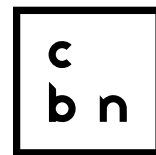
_unsure about marketing?

We understand many insurance brokers receive marketing support from their Cluster group, which is great. As you know though, all your competitors are receiving the same support.

This means the content being provided isn't unique to you, it doesn't show your specific personality or expertise and isn't targeted at your key audience needs. Making it less likely you'll be noticed.

_who are we

We Are Savvy are a boutique strategic brand, marketing and communications company who knows the intermediary insurance market. Over the years, in fact about 15 or so, our team has worked with IAG, CGU, Community Broker Network, and ANSVAR just to name a few.



We focus on relationships, strategic and creative thinking, and pride ourselves in finding innovative and cost-effective solutions for our clients' brand, marketing, and communications.



_how we help you stand out

We start by getting to know you and your business. The key objectives, business realities and constraints but more importantly the drivers and personalities. This is where we uncover what makes your business unique! Why you are you.

We take this and work with you to build a strategy that is practical and ensures your brand, marketing and communications attracts your target audience. We help your business to stand out in the crowd – so you are seen, known, and admired.

_insurance marketing packages with flexibility

Just like when you are advising clients on their insurance, sometimes they need all the bells and whistles with every clause under the sun, and sometimes an exclusion is OK.

We build brand and marketing packages to suit our client's specific needs, and budget, or you can choose from one of our tried and tested Brand and Marketing Insurance Packages.

From strategy to implementation, all our offers include a level of research and engagement to ensure you have the information and facts to make sound marketing decisions, and that everything you do has a specific and valuable purpose.

_brand and marketing strategy

_marketing strategy

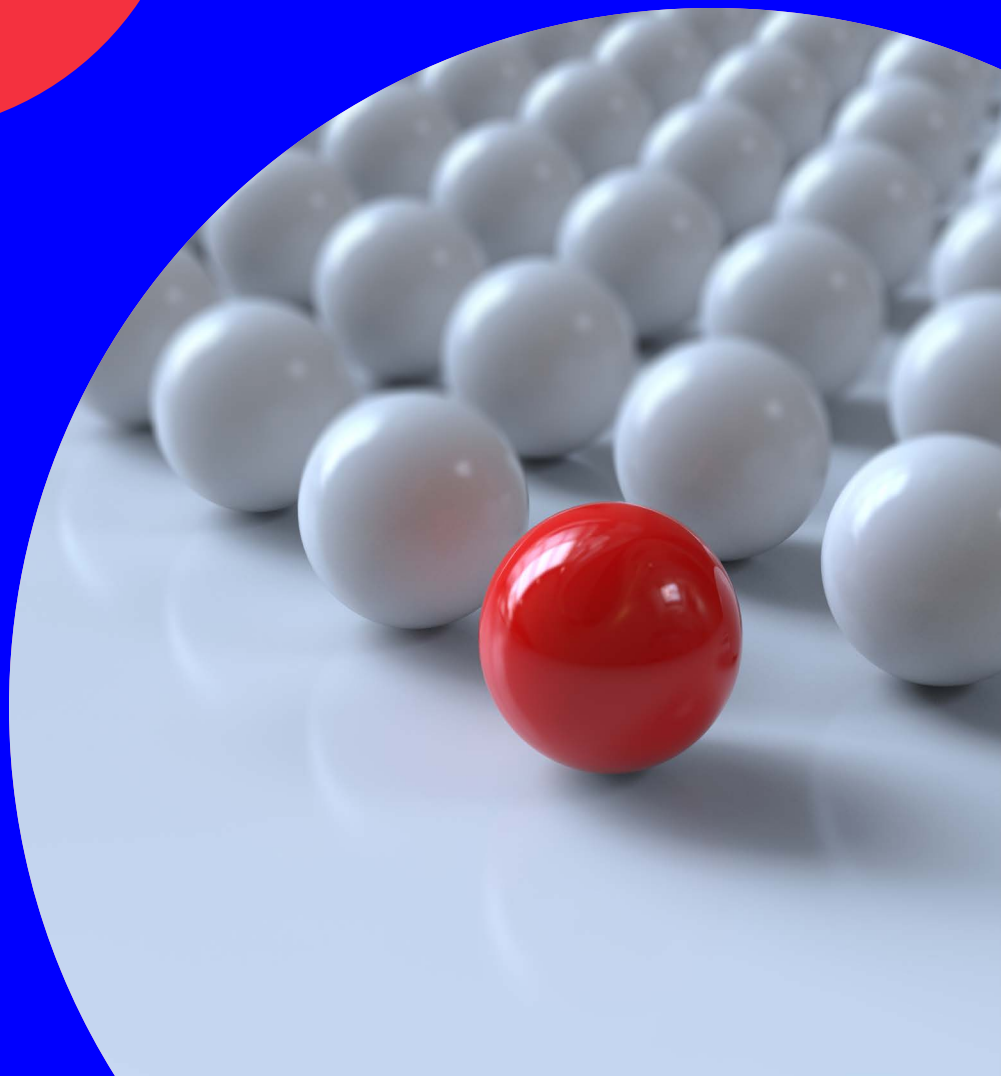
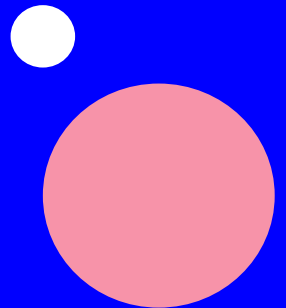
_marketing implementation

_social media management



Let's get **_savvy**. Talk with us today!

There's no time like the present, let's get cracking on creating brand and marketing that ensures you'll *stand out* from the crowd.



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