



SMITHGREENFIELD

INSURANCE...*simple and secure*

SMITH GREENFIELD BRAND POSITIONING

Smith Greenfield's brand positioning is "**Insurance...simple and secure**".

We want the customer experience to be easy, safe and straightforward. Too many customer experiences in the insurance arena (and modern life in general) involve call centres which are hard work for the customer. We want to take the stress out of the insurance-buying process and offer our clients a hassle-free experience. We use "Plain English" so as not to intimidate the client with insurance jargon.

Our key brand messages:

- Trustworthy
- Personal and efficient service
- Professional and knowledgeable
- Friendly and un-intimidating
- Hassle-free, time-saving, effortless
- Independent, unbiased advice
- Plain English
- Substantial, reputable business

The above brand messages filter through all the communications we make with our clients from the first telephone call to the documents we send out in the post.

In order to underline our commitment to the "**simple and secure**" customer experience Smith Greenfield are corporate members of the Plain English campaign. The Plain English campaign believe this conveys that "customers will know you care enough about them to communicate clearly and honestly".

OUR LOGO

We feel that our nautilus shell logo ideally communicates our positioning of "**simple and secure**". The shell offers protection and is a perfect and simply formed construction. This shell has fascinated mathematicians as the spiral in the cut is one of the most perfect logarithmic spirals found in nature. The species has survived relatively unchanged for many millions of years.