



ASI TOLD CLIENTS WHO THEY ARE.

Customizable marketing materials allowed the story to be tailored—for each recipient.

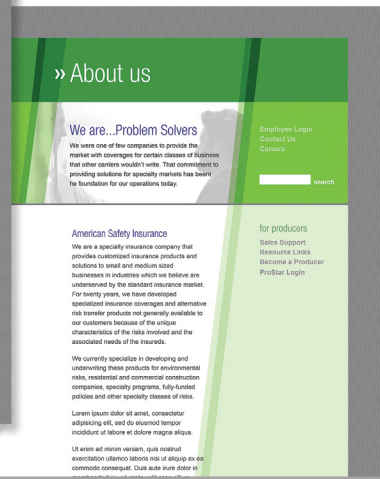
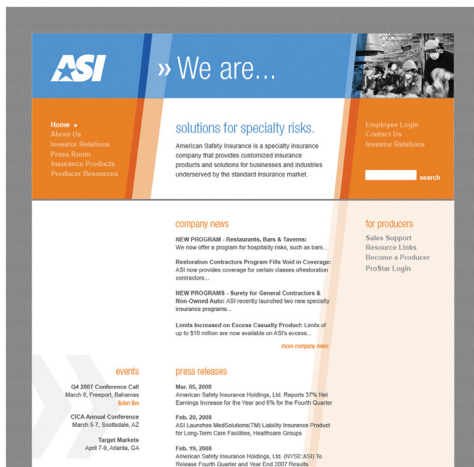
CHALLENGE » American Safety Insurance (ASI), a specialty insurance company serving disparate markets, needed a better way to communicate who they are and what they do for their clients.

SOLUTION » Updating messaging that was outdated and inconsistent amongst market sectors, Soloflight developed a more encompassing brand. We also created a customizable marketing kit that was a reflection of it. This multi-purpose, adaptable folder featured a pre-printed overview to pique the interest of the general audience, along with individualized sell sheets that let ASI speak to specific insurance sectors.

RESULTS » The marketing materials were so well received by internal and external audiences that ASI decided to extend the brand look across other marketing channels, including their website, annual report and advertising campaigns.



PRODUCT BROCHURE



WEBSITE

