

MID-MARKET BRAND MONITOR

Developed specifically for specialist and general insurance carriers in the UK insurance Market to benchmark corporate reputation and brand performance.



GRACECHURCH



Mid-Market Brand Monitor

The Mid-Market Brand Monitor provides essential input for UK carriers' business development planning, market positioning, and strategy-setting.



What's the purpose of the Mid-Market Brand Monitor?

To analyse the performance and perceptions of carriers and detail their strengths, weaknesses and business winning capability.

How does it work?

Gracechurch has the largest independent database of specialist placing and producing brokers, we survey a representative sample of these specialists regarding their opinion on the service, reputation and credibility of 20+ carriers and their teams.

Business classes will be defined in detail including specialist classes such as Cyber.



Why is it important to monitor your brand?

In an ever-changing market, so too are broker and client needs; the Mid-Market Brand Monitor provides objective and detailed class-by-class analysis of your reputation and brand against the competition.

From this we provide expert guidance for your marketing message priorities, message targetting and improving NPS scores.



At a glance

The evidence presented in the Mid-Market Brand Monitor is unbiased and independent so you can trust our recommendations. We report regularly and in detail so you can monitor your performance in real-time.

The stats for the Mid-Market Brand Monitor per year:



350

Respondents



20+

Benchmarkable
data points



2

Reports per annum

Key Measures & Data Evidence

for the Mid-Market Brand Monitor:



Net Promoter Score

Analysis of performance against the named competition on NPS, highlighting areas of strength and weakness and reasons.



Market share trends and shortlisting

Detailed class analysis against the competition on usage (share) and likelihood of being shortlisted for quality new business.



Brand ranking

An overview of the brand personality and attributes mapped against the competition and over time.



Marketing performance

Highlighting successful marketing channels, budget allocation, priorities in marketing message, ensuring campaigns stay on brand and target key audience groups effectively.

The Package

With the Mid-Market Brand Monitor you receive:

- Market benchmarks
 - Brand ranking and attributes
 - Net Promoter Score performance review
- Detailed performance
 - Key drivers of broker service satisfaction
 - Marketing effectiveness
 - Service ratings
 - In depth bespoke analysis of performance and recommendations
- Delivery
 - Reports will be delivered in June and November
 - Each package includes in-person debriefs and recommendation presentation
 - Client gets full access to verbatim viewers that can be used in marketing

**Prove your service quality.
Build your brand.**

Interested?

Speak to a member of the Gracechurch team to discuss your requirements. We can tailor research and advisory packages that will get the measurable results you need.

Contact us



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