



'AIG' to 'Chartis': can a leopard change its spots?

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Brokers mainly positive about AIG UK changing to 'Chartis'

- Just over half of both claims (52%) and placing (56%) brokers feel that the name change is a positive move for the company 'formerly known as AIG'
- Brokers reason that the name-change distances the company from the tarnished image of its US parent and potentially gives it the opportunity for a fresh start

"Unfortunately with what's gone on with AIG, they have been tainted with lots of faults and untruths about their liquidity and ability to pay claims so, re-inventing themselves will give them an opportunity to do what they know with their expertise and get back into real profitability."

"The AIG brand has been tarnished, clients of ours have asked to remove AIG from their policies due to the problems they've had so, it's a good reason to change the brand name I think."

"Because it takes away a name that everyone is unsure about."

"To get a new brand and get rid of the stigma they have got. Time will tell. If they are writing the same things, it won't make a difference. It was the financial arm that was shedding all the money not the insurance arm. They obviously feel they need to do it to create a new identity."





Others are less sure that the re-brand will be a positive step for AIG UK

- Those that feel the change of name will not be a positive step for AIG in the UK highlight some valid issues:
 - Risk of losing global brand awareness – the expensive sponsorship of Manchester United was designed to promote the global brand
http://www.timesonline.co.uk/tol/sport/football/premier_league/manchester_united/article5558097.ece
 - Concern that the company is only changing its name and not the way it does business so it will still suffer from the same problems

"No one had heard of AIG until they sponsored Manchester United so, changing their name could undo that. They are supposed to be the twelfth most recognised brand because of that."

"Because everyone recognizes AIG, and they won't know the new name."

"It doesn't make a difference, the people we deal with in AIG are AIG so, a name change doesn't take it forward, it probably detracts from it - losing your global branding."

"Because it is AIG whether it is good or bad. They are a well established brand and changing their name will do less rather than more for their image. They will have to start again if they rebrand themselves."

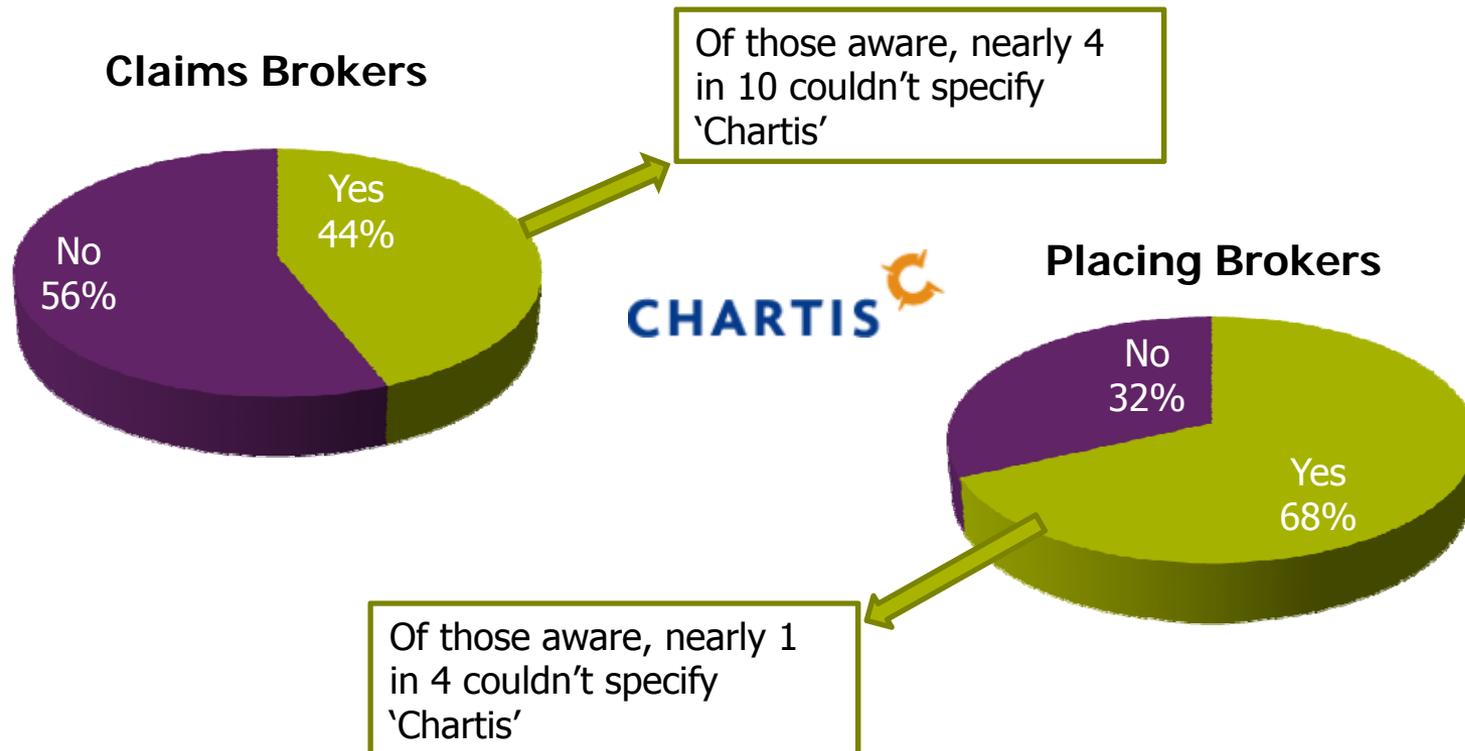
"Everyone knows who they are, I don't think because of the problems they've had that they'll overcome it with a change of name."





Are brokers aware that AIG is changing it's name?

AIG UK has some way to go in raising awareness of its name change. Even among brokers who are aware that the name has changed, there are significant numbers who can't specify the Chartis brand.



Base: All claims brokers (50), all Placing brokers (25)

Q. Are you aware that AIG is changing it's name in the UK? Q. Are you aware that AIG UK is changing its name to Chartis?

