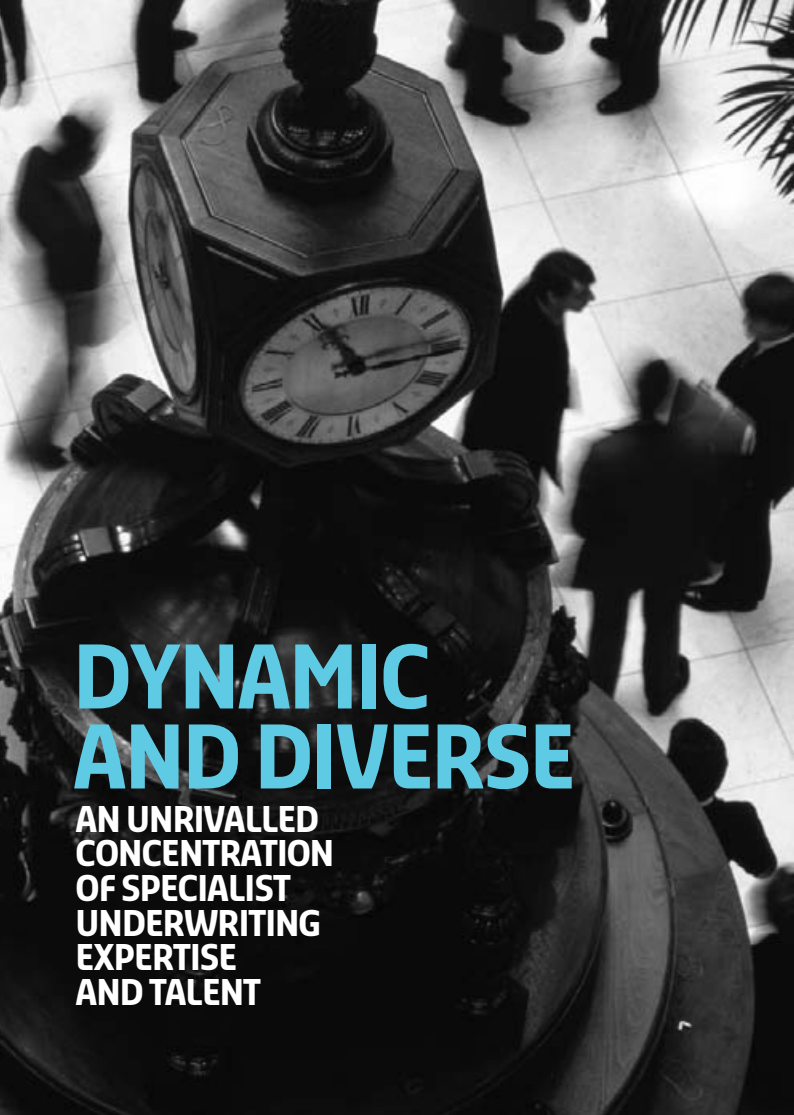




Since merchants first met to insure their ships at Edward Lloyd's coffee shop over 300 years ago, nearly every aspect of the way we do business has changed. But one constant is the bold confidence proclaimed by our motto, reflected in both our unique appetite for risk and our worldwide reputation for settling valid claims.

ONE LIME STREET
**TWO-WAY
STREET**



DYNAMIC AND DIVERSE

**AN UNRIVALLED
CONCENTRATION
OF SPECIALIST
UNDERWRITING
EXPERTISE
AND TALENT**

MUTUAL BRAND BUILDING

In the most recent Lloyd's global brand tracking research (June/July 2005), the Lloyd's brand receives the highest scores for brand strength which comprises awareness, trust, familiarity, favourability and endorsement. It is, quite simply, the strongest brand in insurance.

This leadership is built upon the success of the Lloyd's brand name and the strength of the individual businesses within the Market.

So, how can managing agents gain more commercial benefit from the Lloyd's brand?

And how can Lloyd's benefit more from its association with managing agents' brands?

What can both parties do to ensure that Lloyd's protects and develops its leadership position?

This booklet explains what we mean by mutual brand building, the commercial benefits to be gained from it and the practical steps for both Lloyd's and managing agents in making it happen.

MUTUAL BRAND BUILDING

WHAT'S THE VALUE?

Lloyd's is the world's leading specialist insurance market and is committed to being the natural choice for the trading of specialist insurance and reinsurance in the world.

The Lloyd's brand is a key part of the platform: for most people Lloyd's is synonymous with the Market rather than the Corporation. Indeed it is one of the Market's greatest assets, bringing with it a set of values and attributes that help managing agents to attract and retain specialist business from around the world.

At the same time, Lloyd's and the Market as a whole benefit from the strength and diversity of the organisations that operate under the Lloyd's umbrella. In that context, there is a mutual commercial interest in:

- Maintaining and enhancing Lloyd's reputation.
- Promoting the reputation of those who trade in the Market.

That's what we call mutual brand building. There is a view that a business should focus all its efforts on building its own brand – that mutual brand building is at best a sign of weakness and can even be a threat. Such views make less and less sense in a world where companies increasingly collaborate as well as compete with each other: a world where even a major, global corporation such as Intel joins forces with Dell and others to promote their respective brands.

MUTUAL BRAND BUILDING

HOW DOES IT WORK?

For mutual brand building to work effectively, it needs commitment and action on the part of both Lloyd's and the Market in four areas:

- 1** Build Lloyd's reputation around the world.
- 2** Create a coherent picture of Lloyd's and the Market.
- 3** Play to each other's strengths.
- 4** Support each other's marketing activities.

1

BUILD LLOYD'S REPUTATION AROUND THE WORLD

LLOYD'S

Lloyd's will enhance and protect Lloyd's reputation around the world.

- Create a clear and distinctive profile for Lloyd's.
- Make the case for why people should come to Lloyd's rather than go elsewhere.
- Publish information and stories about Lloyd's and the Market online and in print.
- Run an international marketing and communications programme including media and investor relations and events.
- Take action to prevent unauthorised use of Lloyd's name.
- Conduct regular research into Lloyd's and insurance industry issues.

MANAGING AGENTS

We need managing agents to participate actively in Lloyd's international marketing programme.

- Provide us with newsworthy stories and work with us to align our PR activities.
- Get involved in at least one event a year, for example by taking a stand, speaking or at least attending.
- Help us with at least one of our visit programmes for brokers and journalists each year, for example by making a presentation or hosting a reception or box visit.
- Provide a link to lloyds.com on your website.

2

CREATE A COHERENT PICTURE OF LLOYD'S AND THE MARKET

LLOYD'S

Lloyd's will provide tools and support that make it easy for managing agents to use and benefit from the Lloyd's brand

- A coherent and practical system for identifying managing agents' association with Lloyd's.
- Guidelines for applying the system to the material you produce.
- A set of marketing messages that make it easy for you to align your communication when you talk and write about Lloyd's.
- Literature explaining how Lloyd's works and the managing agent's role.
- A presentation toolkit online.
- A brand site where you can find all the marketing and brand material you need.

MANAGING AGENTS

We need managing agents to communicate Lloyd's brand positioning and values to all their staff.

Where appropriate and practical, you should use the Lloyd's brand in association with your own as specified in our brand guidelines, eg:

- Stationery and business cards.
- Publications/brochures including your annual report.
- Website.
- Presentations.

3

PLAY TO EACH OTHER'S STRENGTHS

LLOYD'S

Lloyd's will take every opportunity to support and promote the diversity of the Market and the companies within it. We will actively promote managing agents' brands:

- In the Room.
- In our publications.
- On lloyds.com
- At international events.
- Through the media.

MANAGING AGENTS

We need managing agents to take every opportunity to support and promote their association with Lloyd's and the benefits of the Market.

- Display Lloyd's publications in your offices and at events.
- Highlight your association with Lloyd's: in speeches and press releases, and at analyst meetings.
- Use Lloyd's brand in your marketing materials (see 2).

4

SUPPORT EACH OTHER'S MARKETING ACTIVITIES

LLOYD'S

Lloyd's will do everything it can to help managing agents with their marketing programmes. As well as responding to specific requests for help, we will provide:

- Skills development through our Brand Matters forum.
- Opportunities for media coverage; help with taking advantage of them.
- Events which you can use to promote your brand.
- A programme of visits to enable you to meet brokers and journalists at Lloyd's.
- Exposure on lloyds.com.

MANAGING AGENTS

We need managing agents to provide input and feedback to Lloyd's on the direction of its marketing strategy and on individual marketing initiatives. We need you also to participate in:

- Lloyd's brand presentations and workshops.
- Our Brand Matters forum.
- Lloyd's research.

MUTUAL BRAND BUILDING

WHAT'S THE PAY-OFF?

The benefits of mutual brand building are clear.

It demonstrates mutual respect between Lloyd's and managing agents and a united front across the Market. It is a highly visible signal to the outside world of the confidence of the Lloyd's market.

It expresses the colour and diversity of the Lloyd's market in a way which makes it easier for people to understand.

It increases the power of individual marketing budgets, especially on the world stage.

It allows managing agents to enhance their own brands, whilst at the same time strengthening Lloyd's.

MUTUAL BRAND BUILDING

HOW CAN YOU GET STARTED?

In addition to thinking about the ideas outlined in this booklet here are some simple things you can do to get started:

- 1 Make a hyperlink from your website to **lloyds.com**
- 2 Go to the brand site (**lloyds.com/brand**) and download the Lloyd's Market brand guidelines.
- 3 Begin to use the specially designed 'Lloyd's Underwriters' brand mark on your corporate stationery and marketing material.

We'll be in touch over the next few months to discuss mutual brand building opportunities for your business.

For information and guidance on using the Lloyd's brand, please email **brandstrategy@lloyds.com**