



HENDERSON ROBB
MARKETING

Nuclear Insurance Association of Canada

Case Study

What We Do

1

Henderson Robb's process begins with an assessment and then a development of a client's Brand/Product/Service.

2

Following this process we develop communications on for websites and mobile platforms that are set up with analytics when prospects visit the site/devices/landing pages.

3

We determine (with the client) metrics for new customer acquisition/retention.

4

Lastly, we take/utilize Inbound Accountable Marketing™ services to convert leads into customers and determine sales/ profits and the return on marketing investment.



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How We Do It

Market Intelligence

Stakeholder and Customer research to ensure the Brand, Product, and Service is aligned

Session

Core Values, Message and Personality

Brand Strategy

Competition and SWOT

Brand Promise

Positioning, Design, and Brand Standards



The Challenge

1. Evolve NIAC's positioning to more accurately reflect the benefits of the Pool's experience.
2. Build awareness of the new, broader positioning through a targeted marketing campaign among their key target audiences to help achieve their expansion and growth objectives.
3. Ensure consistent message communication across all association activities against the positioning.

The Solution

A. Website

- Create a new website for NIAC to use as a 'hub' for all outbound and inbound marketing activity.

B. Digital Media

- Develop a digital strategy that includes at least these social media: LinkedIn, Twitter, YouTube, Share This, Facebook and Google+.

C. Marketing Materials

- New PDF brochures/selling materials designed with flexibility to be used as follow up attachments for requests for information generated by marketing activity and for archiving on the new web site.

D. Direct Mail/E-Mail

- A targeted direct mail and or e-mail marketing campaign after the launch of the new web site.

E. e-Newsletter

- Create an electronic NIAC newsletter (NIAC NEWS) to be sent to prospects and stakeholders with a personalized cover email/letter to provide further 'proof' of the NIAC Promise.

F. Webinars/Leadership Forums

- Special events for training, education and relationship building to create and grow awareness.

G. Video PR/SEO

- Video PR to help prospects find NIAC, and find NIAC interesting. The use of video as an SEO tool for NIAC's Prospective Customer Strategy including: lead generation, SERP (search engine results page) appearances, RSS reach, and social media interactions.

Branding

The following is a summary of results NIAC has derived from our Branding and Communications. We recommend that we continue to invest in marketing to capitalize on the momentum we have created to maximize our return on this investment going forward.

New Website Results to Date



- We have had 1694 user sessions and almost 5000 page views since September
- 44% are returning visitors
- Average time on site is almost 3 minutes
- Average pages per session is 2.89

Branding

Video PR

- September release during our solicitation.
- We had 40,000 headline impressions and 1,200 full page reads and 271 digital news outlets ‘picked us up’.
- Overall NIAC is trending well in the global press

NIAC eNewsletter

Results Launch Issue and Issue #2

- The first issue of #Experience Matters was launched via email to the NIAC database in August (280 people)
- We achieved a 36.79% open rate (103) and a click through rate of 6.79% (19)

Average Email Open Rates

Business Vertical	Open Rate*	Click Thru Rate*
Insurance	19.72 %	2.37 %

- The second issue of #Experience Matters was launched via email to the NIAC database (299) October 31st
- We had a 29.43% open rate (88) and a click through rate of 8.36% (25)
- NIAC has been tracking well above average on email marketing efforts to date

Canadian Underwriter Press Release

- Building a presence for NIAC in the Canadian market
- November Google Analytics Results
- Page Views: 233
- Unique Page Views: 190

Social Media Results to Date

Twitter

- 108 followers, 241 Tweets 'favourited' 53 times with 108 followers

YouTube

- 10 NIAC videos have garnered 555 views, 513 minutes watched with an average view duration of 0:55 seconds

LinkedIn

- 28 followers

Google+

- NIAC has 10 +1s (equivalent of a Facebook Like), 1 5-Star Rating Review, 58 visits, 501 unique visitors, and 1.09K page views

Facebook

- 33 Facebook Likes since December 2014 launch

New Branded Solicitation Direct Mail 2014



- We used multiple inserts in a personalized Direct Mail campaign, including the new NIAC Corporate Brochure with suggested specific participation level requirement for each company
- We encouraged prospects to sign up for our newsletter by visiting www.niac.biz

NIAC U

NIAC U is the best place to learn about nuclear insurance, and a place to share your knowledge and experience to help others learn. We believe that knowledge has the power to transform the nuclear insurance industry. It can pave new ways of thinking and spark new ideas. NIAC U is dedicated to learning. Together we can do new and powerful things.



The screenshot displays the NIAC U website interface. At the top, a navigation bar includes links for 'About', 'Services', 'News', the NIAC logo, 'Claims', 'Resources', and 'Contact'. The main header features the text 'Nuclear Industry' and 'NIAC U Education Training' next to an icon of a graduation cap with a document. Below this is a 'Description' section with placeholder text. A 'NIAC Courses' section follows, containing three course cards: 'NIAC U: Education Training Video', 'NIAC U: Education Training PDF', and 'NIAC U: Education Training PDF'. Each card includes a 'Download | View' link.

Branded Video Launch

- We launched the NIAC branded video channel with a new version of our e-newsletter retitled NIAC NEWS that replaces a text based newsletter with video articles.

NOVEMBER 2015

India Nuclear Liability Seminar

September 21st, Toronto, ON



Watch Highlights (7 min.)

The OCI Seminar was arranged for the Canadian Supply Chain who traveled to India in October for a Trade Mission.

India is one of the fastest growing nuclear markets. Bringing together global experts from Canada, the USA & the UK the OCI helped clarify the liability issues that are discouraging western suppliers from entering this market.

Colleen DeMerchant, General Manager of NIAC, presented Nuclear Liability Convention Principles.

• Watch Full Presentation (45 min.)



Watch Highlights (9 min.)

Omer Brown explains 'exclusive channeling' as it applies to the Paris and Vienna conventions as well as the CSC.

Omer Brown, Washington D.C. based attorney and risk management authority on nuclear activities discussed Indian Civil Liability for Nuclear Damage Act, 2010.

• Watch Full Presentation (45 min.)



Watch Highlights (9 min.)

Mark Popplewell speaks to the 'mechanics' of why you would establish an insurance pool.

Mark Popplewell, Managing Director at NRI, presented Nuclear Pooling Systems' response to India.

• Watch Full Presentation (45 min.)



Watch Highlights (8 min.)

Mark Pollard explains how the 'elegant solution' enables the creation of a pool.

Mark Pollard, Foreign Liability Practices Leader at Marsh, updated the current status of the India Nuclear Insurance Pool solution for supplier liability.

• Watch Full Presentation (45 min.)



Watch Highlights (6 min.)

Wendy Hayden speaks about how a nuclear insurance pool works internationally.

Wendy Hayden, Manager, Underwriting & Operations of NIAC, presented Nuclear Insurance - A Global Perspective on Risk to the Women in Nuclear, Golden Horseshoe West Chapter on September 17th.

• Watch Full Presentation (45 min.)



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Summary

Henderson Robb Marketing utilizes both Inbound and Outbound strategies based on client needs to optimize message and conversion.





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