

ASSURED PARTNERS CASE STUDY



How AssuredPartners used Penningtons personalised service as a marketing exercise.

OVERVIEW

AssuredPartners is an insurance broker that focusses on mergers and acquisitions, private equity and asset management. We have a team of 50 in London, as well as offices in Birmingham, Chester and Edinburgh.

A lot of our business comes to us as a result of relationships and referrals, which traditionally are built over face-to-face meetings. Over the last year, this simply hasn't been possible, so we have tried our best to think of personalised ways to stay in touch with our clients that don't require endless Zoom meetings!

The main driver to do this project has been the desire to say thank you to our clients in a thoughtful way, whilst also aiming to help a company that will no doubt have been affected by the pandemic. An original idea that would put a smile on the face of those that received it.

"The tea (and coffee) was universally loved and the feedback has been brilliant. The customised labels allow a bit more creativity and fun than you would typically expect with a corporate gift (and certainly challenged our pun-crafting skills)!"

The speed of turnaround and delivery was remarkable. There is usually a significant lag time with any personalised gifts, but it was almost instant with Penningtons. The team and Gina in particular were highly personable and professional throughout the design, ordering and delivery process. We couldn't fault them."

Felix Sloman - AssuredPartners

APPROACH

- Penningtons spoke with AssuredPartners to determine their requirements.
- Once we have decided on blends to be used, attention turned to the labelling. AssuredPartners sent over the text they required on the personalised label and a proof was sent for approval.
- Once the approval was received the labels were printed and the order was completed.

"The speed of turnaround and delivery was remarkable. There is usually a significant lag time with any personalised gifts, but it was almost instant with Penningtons."



RESULTS



Fantastic feedback and plenty of client engagement



Very high quality product with fantastic heritage



Clients loved the personalised touch

CONCLUSION

The tea (and coffee) was universally loved and the feedback has been brilliant. The customised labels allow a bit more creativity and fun than you would typically expect with a corporate gift (and certainly challenged our pun-crafting skills)!

The clients loved the personal touch and quality of the product. AssuredPartners will definitely be using this service again and recommend others to.