

Haggie Partners

Look at things
differently



Haggie Partners is a leading communications consultancy in the global financial services sector. We help companies achieve their goals through the power of effective communication.

We encourage our clients to take an objective look at the way they do business. We help them search for a distinctive way to explain themselves and we bring fresh perspectives to their thinking.

Used skilfully, communication is a dynamic business tool that will raise brand awareness and market profile, attract and retain business and talent, bolster reputations, inform stakeholders and shape opinions.

We harness this power for our clients.

The way a company communicates, and the way stakeholders receive and perceive information, are critical to the success of a business. We pride ourselves on our excellence, and we like to think that the quality of our advice and our service is second-to-none.

Knowledge underpins everything we do, so the basis of all of our advice begins with a forensic understanding of our clients' businesses and their people. That knowledge forms the basis of good advice and/or a successful communications campaign. But that knowledge inevitably evolves into insight, and in so doing our counsel extends well beyond communications.

It's never a one-size-fits-all approach: every customer is different. We are planning-led so for every client we assess perceptions and devise a communications strategy that is intricately aligned to the business plan.

We are not afraid to be honest. Integrity is critical to our engagement with clients, and with their stakeholders, via myriad channels including the media; journalists trust us.

Companies have multiple stakeholders and they judge the success of a communications strategy, so we ensure clarity of message to reflect the needs of a disparate audience.

Ultimately, we are your partner. We work very closely with our clients to ensure that their message is well received by the right audience.

Broking redefined

When Steve Hearn took charge at Cooper Gay Swett & Crawford he needed to make big changes. Not surprisingly, this included changing – and shortening – the name. He was looking for something striking and provocative. A clear break from the past.

We set up a working party to make sure we understood what was needed. We drew up a shortlist of potential names and presented them to key decision makers. 'Ed' was our most radical suggestion but it was the right choice; provocative and disruptive yet approachable.

The distinctive new name has impact, so our branding had to be bold. Intelligent Insurer judged our work "the most striking rebranding in the history of risk transfer and possibly the biggest single talking point of the reinsurance world". Not bad. And we also came up with the 'Broking redefined' strapline.

Our work for Ed won 'Newsmaker of the Year' at the Insurance Day Awards and 'Best Strategic Communications or Corporate Brand Campaign' at the PRCA City and Financial Awards.



Challenging the status quo

In 2019 when Stephen Catlin and Paul Brand returned to the insurance market with Convex they asked for our help with branding.

This is just the sort of project we love – getting in at the beginning and helping a client define itself to the outside world. Our activities are founded on a profound understanding of each client's aspirations. Every relationship kicks off with a discovery phase which allows us

to acquire an intimate knowledge of a client's business, its market position, its idiosyncrasies and its goals.

Convex is challenging the status quo in the market and that's always our aim when we undertake a new design project. We look for a new way – a better way – to tell a client's story. That's how we create engaging, compelling, relevant and effective work.



Fifteen years in the making

We have worked with Canopus since its launch in 2003. We even came up with the name. So, we were delighted that, when freed from Sompò, they asked us to work on their rebranding.

Two strong messages came from our discovery process. First, their people are not constrained by rules, reporting or structure; they're empowered to make independent, agile, responsive choices. Second, they work in a straightforward, pared-down and direct manner.

Our new branding reflects these qualities. The custom-drawn logotype is clean, austere and straightforward whilst the symbol's flowing ribbons emphasise the underwriting team's freedom of action.

A set of interlinking waves are used to underline this empowerment and to reflect the collaborative nature of the Canopus philosophy.



A chameleon brand

Brokerslink needed to strengthen its brand and emphasise its position as a genuine alternative to global broking giants. During research, we were told time and again that what sets Brokerslink partners apart was how deeply embedded they are in their local markets and in their local cultures.

Our rebrand positions Brokerslink as a family of broking businesses yet demonstrates the flexibility of the partners; a balance between autocracy and autonomy.

The logotype is clean and sharp, contemporary yet durable. At first sight it looks rather simple. But it is how it is used that transforms it into a visual expression of what Brokerslink stands for.

The logo is black and white when used centrally but when used as an endorsement by the Brokerslink family, it breaks free. Each partner can coat the new logo in their own colours. They now endorse their brands without clashing with their corporate style.



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With more than 30 years' history, Haggie Partners is one of the leading consultancies in the financial services sector; our track record speaks for itself. Nobody understands communications in this sector as well as we do, so please get in touch.

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