

CASE STUDY Brand Development

CICADA
communications



The Smart & Cook Group

CLIENT

Smart & Cook is one of the UK's leading insurance, risk management and financial services groups. The company was founded in 1968 and has made more than 52 acquisitions in the past 16 years. It now employs more than 650 people over a national network of 23 regional offices, and is recognised as one of the fastest growing independent insurance brokers in the UK.

OBJECTIVE

Although Smart & Cook was growing at an average of three acquisitions per year, the company did not have a recognisable corporate identity. Cicada's objective was to devise a corporate image for a growing, professional company that could be rolled out to each new office it acquired, reflecting the expanding range of services Smart & Cook offers.

Cicada was also tasked with developing the company's internal and external communication channels through newsletters and the website, and ensuring that the Smart & Cook corporate identity became a nationally recognised brand.

IMPLEMENTATION

Cicada worked closely with the company's group marketing officer to devise an updated logo and design for Smart & Cook marketing material.

The new logo displayed all the facets of the group, and the strapline 'National Voice, Local Accent' highlighted one of the company's objectives – to provide a genuinely personal service to all of its customers throughout the UK. A Group Brochure was produced which outlined the company services and maintained the corporate identity throughout.

With its growing employee base, internal communication was achieved through the 'Briefing' documents, a series of one sheet reports on 'hot' topics in the insurance industry, and the 'Informer' newsletters, four page booklets taking an in-depth look at the industry. Cicada project-manages the design and print of the Briefings and Informers, and these are distributed to all Smart & Cook employees.

Cicada enlisted an online communications expert to apply effective web optimisation techniques such as information architecture and SEO, with a view to redeveloping the Group website.

Cicada acts as Smart & Cook's marketing department, overseeing projects from their inception. This includes creating a brief for designers and liaising with the group marketing officer right through to delivery of the finished product. These projects range from producing adverts for regional offices which uphold the Smart & Cook brand, to coordinating 12 page brochures about a particular service the company offers, and sourcing suitable mailing lists for direct mail campaigns.

RESULTS

Since 2004, Cicada has implemented Smart & Cook's corporate identity across a range of informative marketing material, both internal and external. The Group's corporate image is upheld consistently through all communication channels, and can be rolled out to newly-acquired companies quickly and effortlessly. Cicada's online communications expert is redeveloping the company website, and has successfully built a smaller website for Farmshield, a Smart & Cook affiliate site.

Smart & Cook director Peter Castle oversees the account, and said: "I remain delighted with the work which Cicada is doing for us".