

Insurance Company Case Study

Narragansett Bay Insurance Company

JH Communications' relationship with Narragansett Bay Insurance Company (NBIC) serves as an example about how to successfully out-source public relations and advertising to a responsive and creative agency. JH Communications has helped NBIC for more than thirteen years.

This venerable Rhode Island institution, formally Pawtucket Mutual, was founded in 1848 and is the state's second oldest insurance company. Taken into state receivership in 2003, the company was purchased by investors. JH Communications became involved with the company in 2007 and worked to rebrand the company under its new corporate identity, Narragansett Bay Insurance Company. JH Communications undertook a company-wide rebranding campaign, creating a new logo and image that reflected the company's refocused message as a specialized coastal homeowner's insurer.

In 2008, JH Communications directed the public relations campaign for NBIC's capital acquisition of \$200 million and placed stories in New England and national media, including articles in The Wall Street Journal, The Boston Globe, Cape Cod Times, Providence Journal, and Providence Business News. At the same time, we developed television, radio and newspaper ads and directed media buying in Massachusetts, Rhode Island, New York and New Jersey.

During our dozen year relationship with NBIC, JH Communications has managed every aspect of the company's communications as it experienced record-setting growth to become a true Rhode Island success story. JH Communications developed company brochures, product brochures, press releases, television ads, videos, radio ads, print ads, websites and social media campaigns. In addition, we have encouraged the company to engage in an agency-centric collateral marketing campaign to support its independent insurance agencies to co-brand agencies with the specialized homeowners' company in communities throughout New York, New Jersey and New England. JH Communications also served as the company's public relations support and guided it through Superstorm Sandy and its aftermath.

For four consecutive years, NBIC has been listed at the top of Providence Business News' list of Fastest Growing Companies in Southern New England and today is among Rhode Island's top private companies. Revenue grew from \$30 million and reached \$113 million in 2011. During the next two years while the state continued to lag behind, NBIC grew by 76 percent, finishing 2013 with revenue of \$199 million. The remarkable increase in growth is attributed to technological advances in catastrophe modeling, more precision in evaluating risk and effectively communicating its home insurance products to its independent insurance agency network. JH Communications has provided marketing services at every level of NBIC's establishment as a regional leader in coastal homeowner's insurance.