

Perspective

For business associates of Zurich in South Africa

1/07

Zurich Brand launched in South Africa

SA Eagle, which operated in the South African insurance sector for more than forty years, migrated to the global Zurich brand in July. The migration which was launched at Gallagher Estate in Johannesburg on Monday July 30 was, for some, filled with excitement at the prospects that this change could offer. Others, at first, found it difficult – the sense of loss associated with losing the old and familiar brand, was pretty daunting. At the event however, the transformation was depicted as a major milestone in the company's history and the beginning of a new chapter of our journey...

July 30 commenced with a media round table at which the migration was announced by our CEO Nick Beyers; John Amore, CEO General Insurance, and Chris Cron, COO International Businesses. Not only was the significance of this milestone highlighted but also the future of the company, trading under the Zurich name along with 150 other countries, was explained.

The round table was followed by an internal event. Employees from all over the country either flew in or drove to Johannesburg to attend the function. For some, this in itself, was significant because it was the first time that the company had one combined function for employees countrywide and, for others, it was the first time to travel by plane.

Another important event for almost 800 external guests which included customers, brokers, business partners and local authorities took place on Tuesday July 31.

Continued on next page...

The beat of the drum, the theme for these events, was an inspiration to all those who attended and CEO Nick Beyers reiterated its importance by saying: "This is so much more significant and important than a name change. It gives evidence of Zurich's clear commitment to our business operation. I firmly believe that our position in the local market can only benefit from the stature and reputation of a truly global brand such as Zurich, and our brokers, customers and employees will value the sense of security and stability that this brings."

The launch of the new brand was supported by a major national advertising campaign which includes print, TV and outdoor billboards. Our transitional campaign which ran for a week post-launch, received an Orchid award from Brendan Seery of the Saturday Star on August 11. This is an excerpt of what he said:

"Print advertising still has the power to move people and get them talking. This came across starkly last week, when virtually every single one of the cynical journalists at the daily news conference of The Star remarked on a series of full-page ads running in that day's paper.

Featuring beautifully photographed images, the series showed the transition from caterpillar to butterfly, with the final page revealing that the client was Zurich Insurance Company, formerly known as SA Eagle, one of the country's most well-known insurers.

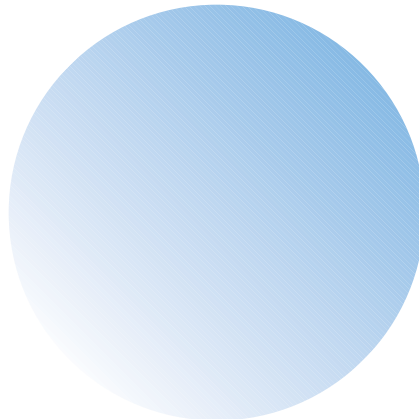
The pages lent a serene air to a newspaper which is often caught up in the rush of reporting the hurly-burly of Africa's economic powerhouse city. But, importantly, they did the job of getting SA Eagle noticed as it metamorphoses into Zurich.

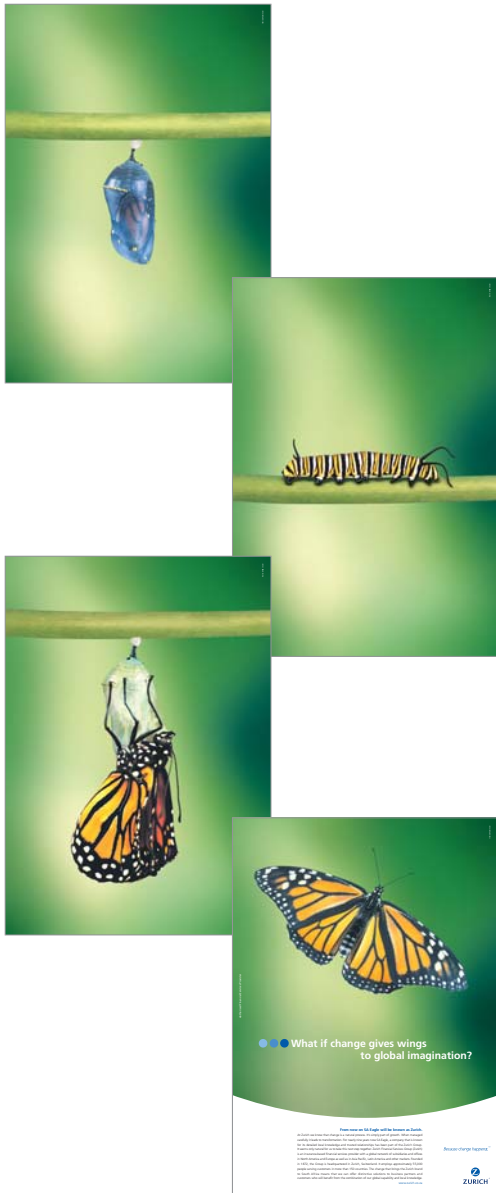
The idea behind the campaign – which was put together by Open Communication – was to convey the name change as a 'natural and positive process', the agency said..."

The brand migration has not come without its hiccups but, with the support of all our employees and business partners, we know that we will continue to go from strength to strength under the Zurich banner. As the narrator in the launch video said...

We have travelled a long way...
We have journeyed full circle...
And in this wide-open space where our dream took flight...
Our dream takes flight anew.
As our journey of change...
Our journey of vision...
Our journey of leadership...
Begins again.
Into the blue...
Into the infinite...
Towards the ultimate destination...
We journey now as one...
Into the future itself!







“Keep spreading the news”

– from now on SA Eagle will be known as Zurich

We’ve had the launch of Zurich in South Africa, to our employees, brokers and major customers. The reaction to the launch day at Gallagher Estate at the end of July has been fantastic, and the campaign (on the left) that we ran in newspapers, magazines and outdoor created maximum impact and received favourable reviews from media commentators and customers. The campaign concept communicates that change is natural, ‘in the nature of all things’ and, positive.

The advertising and launch elements, were supported by one of the largest pieces of outdoor advertising in the Southern Hemisphere, at OR Tambo airport (see below). We also used wrap-arounds, of newspapers such as the Business Day to further reinforce the name change of SA Eagle to Zurich. At this point, we started to inform our target market of what Zurich was all about, its size, its operating history and its strengths against our competitors here in South Africa.

Unlike our competitors, we are now part of a global insurance and financial services network that operates in more than 150 countries.

The general public will not absorb a name change overnight, particularly in a category such as short-term insurance. It requires constant reinforcement, particularly with a new, unfamiliar word like ‘Zurich’. This is where you come in – the more people we talk to about SA Eagle now being Zurich, the better! It’s too early for us to assume everyone knows about our new name, so keep talking, keep spreading the news!

●●● What if our insurance experience in 150 countries was now available to you?

Authorised Financial Services Provider

Because change happenz™

ZURICH
Previously SA Eagle

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