

ADWRAP: PRODUCTION INSURANCE PROGRAMME



Financial institutions are operating in an increasingly competitive environment and many advertise to seek to differentiate themselves. Insurance is required for the risks associated with the advertising campaigns you undertake. Usually, suppliers are relied upon to arrange insurance protection for the production of adverts, with no visibility as to the cover provided or the cost charged.

Marsh's Production Insurance Programme (AdWrap) can provide a transparent and comprehensive solution to your advertising production needs. It enables you to take control of the insurance protection and could generate significant premium savings.

INSURANCE COVER FOR PRODUCTION PROGRAMMES

Relying on suppliers' insurance arrangements isn't necessarily the most cost effective way of using your own advertising spend and buying power.

Marsh's media and entertainment team will liaise with you, cost controllers, advertising agencies, and production partners to coordinate all aspects of the insurance process. The team aims to provide first class cover protecting you the advertiser, advertising agencies, production companies, and other associated vendors.

WHO IT'S FOR

- Advertisers.
- Advertising agencies.
- Cost controllers.

BENEFITS HIGHLIGHTS

- Broader and consistent cover.
- Market-tested pricing.
- Better claim control.
- Global broker network.
- Access to specialist adverse weather insurance cover.

BENEFITS OF THE ADWRAP INSURANCE PROGRAMME

- **Broader and consistent cover**
 - Cover under an AdWrap production insurance programme is generally broader than the cover carried by individual suppliers, and ensures consistency of cover across all suppliers and advertising projects.
- **Market-tested pricing**
 - An AdWrap provides confidence that a fair market price is being achieved for insurance protection.
- **Individual claim control**
 - You are judged on your own claims record, avoiding premium rate loading due to a poor supplier claims history.
- **Expert claims handling**
 - We provide a consistent service team for all aspects of your production insurance, including claims, with the added advantage of nominated loss adjusters who specialise in the media sector.
- **Specialist service team**
 - Benefiting from one of the largest media and entertainment service teams in the insurance sector, Marsh provides an experienced and committed adviser that you can trust.

SUMMARY OF COVER

Listed below is a brief description of common AdWrap covers. All policies are subject to policy terms, conditions, and exclusions that should be reviewed in detail.

- Advertising agents indemnity.
- Commercial producers indemnity.
- Difference in conditions (DIC).
- Death and disgrace.
- Production materials.
- Public liability.
- Hired equipment.
- Production property.

Marsh's service approach means that we proactively manage the emerging risks and issues facing advertising clients. Hand in hand with cover and pricing, service delivery and global solutions are of paramount importance to Marsh's media and entertainment team.

CONTACT US

For more information about financial institutions AdWrap insurance programmes please contact your Marsh representative, or:

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