



Sector: Insurance

ACE Benelux

The Ace Group is a worldwide insurer and reinsurance company for industrial customers (damage and personal injury risks). With companies in 50 countries the Ace Group serves various national and international clients in over 140 countries.

Our challenge:

“Position Ace in the Belgian market and stimulate growth in the Netherlands.”

Ace is a Benelux organization with headquarters in Rotterdam. The organization has a strong position in the Dutch market, but in 2004 the market position in Belgium had declined far below the target level. The company appealed to NewsEngine PR to improve its presence in the Dutch media and simultaneously work on creating a higher profile in Belgium.

Our approach:

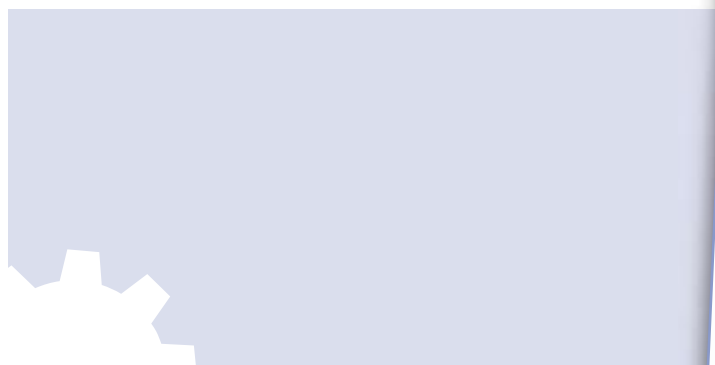
“Create a personal relationship between the Ace management and key journalists.”

- Tailor-made PR program to further position Ace in the Netherlands and to create a distinctive profile of Ace in the Belgian market.
- The insurance market receives relative little media coverage. Therefore NewsEngine PR created a campaign in which Ron Verhulsdonck, Manager Benelux of Ace, provided journalists with clear insight into the situation in the local and international insurance market through personal meetings. In this way, Ace was positioned as an authority in this market.
- Ad hoc communication about new products.

Results:

“Today Ace is considered as an authority in the insurance market.”

The business press now reports frequently about the evolution of the national and international insurance market and mentions Ace as an important player. The insurance press also reports regularly about Ace's new products and services.



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