

MARTINO & BINZER | INSURANCE TECHNOLOGY

Experience our agency automation.



**A LEGACY SYSTEM IS A  
LEGACY SYSTEM BY ANY OTHER NAME.**

“Insurance technology” may sound like an oxymoron, but in actuality, it’s come a long way since 1990 when we first started working with CISGEM Technologies — the originators of the *Sagitta* management system which was later rolled into the AMS Management Systems Group’s product offering. Back then batch processing was king and everything was DOS-based and green screen. The capabilities of the Internet and integrated automation were still years away. A lot has happened to insurance technology since then, and Martino & Binzer has been at the center of it. In fact, when you look at our history, we’ve been immersed in it almost up to our legacy systems.

As one of Connecticut’s premier business-to-business marketing communications firms — located just outside the Hartford area — we’ve been involved in the insurance industry since 1980. Our experience has provided us with a solid grasp of what it takes to position technology among the key audience influences at both insurance agencies and insurance companies.



**HUON CORPORATION**

**PLANT SOME ROOTS.**

As a leading global specialist in P&C insurance and financial services automation, HUON Corporation had established quite a name for itself everywhere but in the U.S. Our mission? To position their brand and introduce it to America.

Since HUON Corporation was named after the Huon Pines that grow exclusively in Tasmania’s rainforests, we combined it with a new theme, creating a corporate capabilities brochure, print ad, and trade show graphics, all strategically designed to convey a very distinct identity and a very dynamic message — *World Class Solutions for a Worldwide Market.*

The result was an impressive, yet inviting, brand-positioning exercise that accurately conveys HUON Corporation’s prominence and proficiencies worldwide.



**AfW ONLINE**

**DON'T BUY IT HERE!**

AfW Online, an ASP based insurance agency management system from AMS, differed from the company's wildly successful AMS for Windows® system — and virtually every other automated insurance management system on the market — in two important ways. It was available only by subscription. And it was accessible only on the Internet.

There were no boxes. No disks. And no big price tag. Just functionality — pure functionality completely unadulterated by learning curves, hardware costs, configuration conflicts, and obsolescence. In short, AfW Online was the insurance agent's no-purchase-necessary opportunity to automate. With such a clear product positioning, the headline spoke for itself. And the logo immediately communicated the product's main differentiator.

*afw*  
online

This message was consistently integrated into ads, collateral materials, and a direct marketing program that included both promotional mailers and an aggressive, targeted fax effort. The response was incredible. In just three months, AMS picked up more than 1,500 leads — so many, in fact, that they couldn't manage them all. When their sales staff cried "Uncle!" we knew the campaign was an "automatic" success.

Today, the campaign has been such a success that AfW Online has been installed on over 2,500 desktops in more than 300 agencies across the country in just over nine months.



**ALLENBROOK**

A NATURAL SELECTION.



There comes a point in every company's life cycle when it must either change with the times or succumb to the fate of an archaic business model. It's called natural selection, or to some, survival of the fittest. And survival is exactly what Allenbrook is all about.

We repositioned the Allenbrook brand with the "Evolve" theme to represent the core benefit of their flagship products *Phoenix* and *VIC*, which provide companies with the ability to evolve with the changing landscape of the insurance industry and needs of customers. A new corporate identity and communications program included the "Evolve" imagery, as well as messages that promoted other benefits based on the themes of "Adapt" and "Accelerate."

In addition to an ad campaign, capabilities and product brochures, and trade show support, a direct mail program targeting CIOs and CEOs of key accounts included an actual fossil wrapped in the rhetorical statement of "What becomes of a business relic?"

**AMS SERVICES, INC.**

BACK TO THE FUTURE.

Technical jargon. It's sharp. It's cool. But to most insurance professionals, it's confusing. To help AMS market their insurance automation products at the end of the last century, we tried using simple English — as well as a couple of blasts from the past to lend visual interest.

When most system vendors we're waving the "Beware of Y2K" flag, AMS was well past any technical issues and moving headlong into the new millennium. Instead of talking about the usual bits and bytes, our integrated program focused on where the insurance industry had been, where it's headed, and just how AMS was going to help everyone get there.

One of the campaign tactics involved an offer to trade show attendees that provided them a chance to win a pair of roundtrip tickets to anywhere in the U.S. — a ticket to the future you might say. So many potential customers traded in their fake tickets for a chance at actual ones that the AMS sales force had a little future vision of their own to bank on.



## RATING SERVICES

READ ALL ABOUT IT.



In an attempt to position their *QuoteNetworks* product to Managing General Agents (MGAs), Rating Services asked us to help their sales reps get a foot in the door at key accounts. The product allowed agencies to provide comparative rates to current and potential customers through their web site — basically allowing them to grow their business using online resources. If Amazon can do it, well then... let's borrow a page from their book. Literally.

We obtained 300 copies of the book "Get Big Fast" and repackaged it as an executive gift from Rating Services. All the elements of the promotion consistently reinforced the Rating Services' brand and the *QuoteNetworks* sales message. An inconspicuous bookmark acted as product brochure and provided all the salient information. And so that the offer wouldn't go to waste over time, we attached a branded sticker to the cover jacket.

## INSURETRADE

ONE AND TWO AND ONE AND TWO AND...

Described as "the end of the verbal dance" between insurance agents and insurance company underwriters, InsureTrade had a process that cut down on the number of steps required to close an insurance transaction. By using dance step imagery, not only did we visually describe the advantages, but we successfully leveraged that imagery throughout an integrated campaign of print and banner ads, sales collateral, an interactive CD-ROM, and trade show support.

The positive excitement created at the IIAA Conference proved that our efforts were a lot more than just a lot of fancy footwork. InsureTrade had agents lined up and waiting to get on the dance floor.



## CLIENT HISTORY

**Allenbrook**

**AMS Services, Inc.**

**CISGEM**

**Connect Systems**

**Castek**

**HUON Corporation**

**iiX**

**Insurance Information Exchange**

**InsureTrade**

**Insurity**

**MTW Corporation**

**National Underwriter**

**Rating Services**

**Technology Decisions**

**TowerStreet**





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