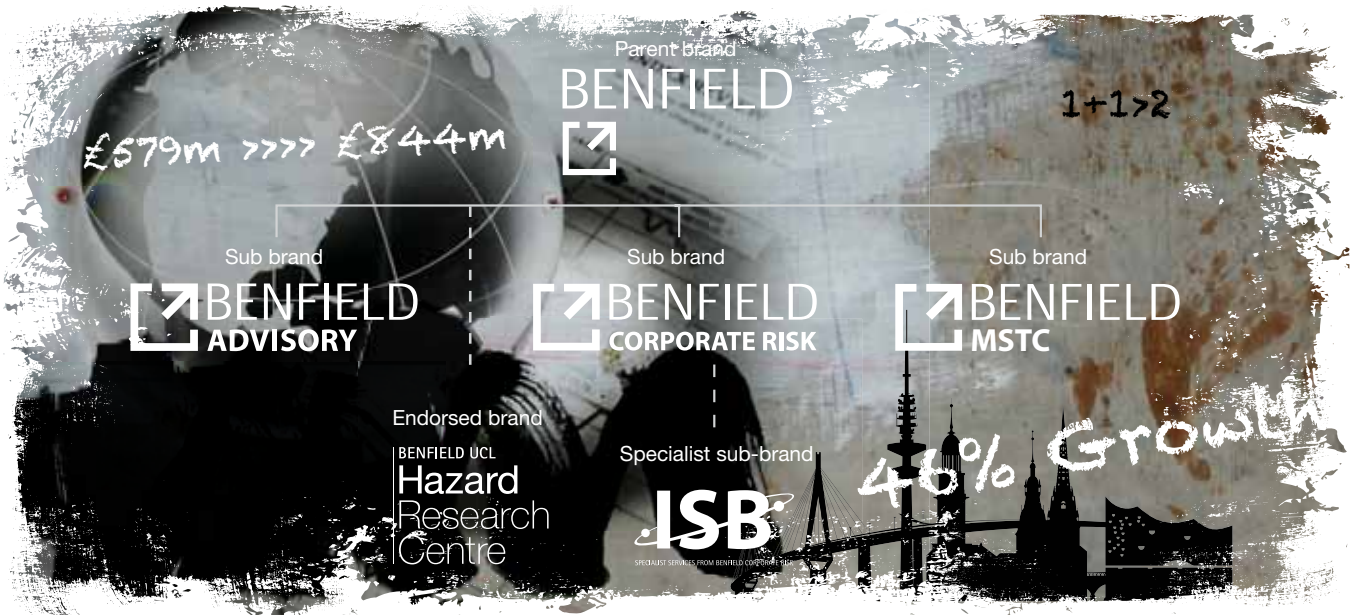


Complex Group Architectures

www.benfieldgroup.com



Business Issue

The Benfield Group was formed in 1988 following a management buyout and grew through several mergers including that of Greig Fester, a London based brokerage firm in 1997 and the major US broking house EW Blanch in 2001. The Benfield Group decided to IPO on the London Stock Exchange in June 2003. In preparation, a brand was required to integrate all the companies in the Group under a singular name, Benfield and to articulate the unique culture and diversity of geographic operations under its control.

Brand Architects' Strategy

The mergers had been based on some commonality between businesses, but for some, their allegiances were still with the original firm. It was important, therefore, to focus the research across all areas of the business, both geographically and structurally, to identify the common Vision and Values. This process of "holding a mirror" to the business revealed that, although different words and analogies were used, Benfield did have a common and unique culture based on universally shared Values and an understanding of the company's Vision. The brand was therefore created around this and a contemporary brand architecture was adopted that held the brand equity in the Benfield name but without constraining the business.

The brand architecture was rationalised against the client's experience of the brand. All reinsurance activities were housed under the Benfield name with sub brands such as specialist reinsurance, financial advisory services and subsequently, corporate risk insurance, being branded Benfield MSTC, Benfield Advisory and Benfield Corporate Risk, clearly defining them as having a different role / service in the marketplace but drawing on the equity of the Benfield name. A structured brand architecture coupled with a quirky new visual language that captured the essence of the brand created a successful platform for the business.

Value Added/Solution

By capturing and articulating Benfield's unique culture Brand Architects helped define Benfield's competitive advantage and create a defensible space in the marketplace. The brand architecture encourages Benfield's innovation and enterprising spirit as witness by the launch of the new sub-brand, Benfield Corporate Risk in 2005, a wholly owned subsidiary. Market capitalisation has risen from £579m to £844m with a corresponding profit before tax increase of 64% since listing on the LSE in 2003. The Benfield Group (BFD) has successfully found its value in the market and continues to manage a global brand plus a number of subsidiary brands via 45 local offices in 26 countries. Brand Architects continues to provide consulting, research and creative services to Benfield across all of its territories.

FT

Benfield shares priced at 250p

By Robert Orr and Alex Skorecki, Financial Times. Published: Jun 13, 2003

Shares in Benfield, the reinsurance broker, will be priced at 250p today ahead of their launch on the London Stock Exchange next Wednesday. Market sources said the initial public offering, which is open to institutions only, is **11 times oversubscribed**.

Benfield lifts market with successful IPO

By Robert Orr, Financial Times. Published: Jun 14, 2003

Benfield ended its first day of trading on the London Stock Exchange **12 per cent higher**, sparking talk of renewed interest in the new issues market.

Aon agrees £844m offer for Benfield

By Jennifer Hughes
Published: August 22 2008 10:04 | Last updated: August 22 2008 12:40

Benfield on Friday agreed to an offer from Aon, the US insurance group, that values the reinsurance broker 350p a share or **£844m** and represents a **29 per cent premium** to the previous close.

For more information please contact
r.thomsett@brandarchitects.com
www.BrandArchitects.com

BrandArchitects