

LIVING THE BRAND

Adroit Insurance Group is a natural and intelligent progression of our business. It will shape the future of our enterprise, our staff, stakeholders and communities.

Our challenge for the future is to "live the brand" by embracing the values it represents and ensuring everyone in our business has the knowledge and tools to put it into practical action.

The definition of Adroit – skilled, practised, accomplished and resourceful – is a checklist for everything we do going forward. We need to translate those characteristics into responsibility for everyone in Adroit, from the leadership group right through to each person in each branch.

The brand begins but there is no end – it will continue to evolve as we drive it from the inside out.

We invite you to take the journey with us.

ADROiT
INSURANCE GROUP

- ALBURY/WODONGA - BALLARAT
- BENDIGO - BOX HILL - EPPING
- GEELONG - MARYBOROUGH - TRARALGON

ADVICE SKILLED
INSURANCE SERVICE
RESOURCEFUL FULL KNOWLEDGE
SOLUTIONS TIMELY

THE BRAND STORY

ADROiT
INSURANCE GROUP

we listen, we deliver

ADROIT

INSURANCE GROUP

IN THE BEGINNING...

there was a small network of regionally based insurance brokerages trading under the Austbrokers Group brand.

While each brokerage was unique, they had shared values and business focus - high standards of service delivery, local service and advice, relationships and community involvement. The challenge was to sustain those values into the future.

THE TRANSITION

The culmination of our vision, business understanding and willingness to generate positive change for our customers, staff and stakeholders inspired us to create a new brand.

The new brand represents a sustainable future for our staff, our stakeholders and the communities in which we operate.

It expresses our new approach to service delivery, our shared pride in supporting our customers, stakeholders and our community.

ADROIT – A BRAND WITH SUBSTANCE

Adroit Insurance Group is much more than a new identity.

It represents a re-shaping of the way we think and act in our organisation.

It reinforces our values philosophically, visually and in our everyday actions.

It reflects our culture (internally and externally) and provides practical, workable processes that can be embraced by everyone involved in our service delivery.

THE BRAND PROMISE

The brand puts values into action through an innovative service delivery strategy, ASK FIRST.

ASK FIRST promises:

Advice, Service, and Knowledge that deliver Full Insurance solutions in a Resourceful, Skilled and Timely manner.

THE BRAND POSITION

"we listen, we deliver"

A strong positioning statement to foster understanding of the Adroit Insurance Group, what we do and that we do it well.

"we listen, we deliver" conveys action and purpose, confidence and certainty. Its simple language is connective and familiar, yet it speaks with strength.

THE BRAND VISUAL

A new logo that is all ours! Crisp. Clean. Professional.

A contemporary visual expression that is critical to building brand equity.

THE BRAND COMMUNICATIONS

A communications strategy that recognises the diversity of our customers and their needs.

One-size does not fit all. Re-focussing our marketing and communications in tailored, segment-specific messages will deliver improved service and a strong competitive advantage.

THE BRAND COMMUNITY FOCUS

By strengthening our community engagement activities, we support the communities that support our business. We learn more about ourselves and each other, and develop our personal values and compassion.

we listen, we deliver