



MARKETING FOR **SCOTT INSURANCE**

CASE STUDY



ABOUT THE CLIENT

At Scott, the underlying desire to develop different, innovative approaches to risk management has flourished for 150 years. Since 1864, their clients have turned to Scott to serve as their advisor for workers' compensation, property and casualty, employee benefits, wellness programs, bonds and private risk. Scott has grown to be one of the largest business insurance agencies in the Southeast U.S.

capabilities:

brand and marketing strategy
web design and development
corporate communications
video production

brand identity refresh
graphic design
public relations
custom photography

corporate collateral design
editorial / copywriting services
print and digital advertising

corporate message development
email marketing
media buying

📍 31 West 34th Street Suite 8128, New York City, NY 10001

📞 (347) 669-3423

✉️ hello@srmco.net





THE NEED

In advance of their 150th anniversary and the transition to a new CEO, Scott Insurance hired Proforma to refresh its brand identity and build out its messaging, online presence and corporate collateral for print, email and tradeshow marketing. Scott also needed an agency to provide counsel and execution support for its ongoing marketing, media strategy, public relations program and custom photography needs throughout the year.

THE SOLUTION

We wanted to give this 150-year-old company a lift with a fresh brand identity, introducing subtle yet important changes that provide a more contemporary look and feel appropriate for their expanding regional status and that position Scott for decades to come. We collaborated with their executive team and marketing leadership to articulate who Scott is today and design their new look and feel. With the new identity in place, our team is designing everything from the corporate stationery and presentation materials to tradeshow banners and sell sheets, to print and online advertising, to email marketing templates that are customizable by each producer. We developed a year-long media strategy that includes media buys, editorial content and influencer communications. Our media buyer works to maximize a limited ad budget across multiple trade and business publications in three key geographies. We ghost write industry-relevant news articles and customer communications for Scott leaders, and developed a video message from the retiring CEO. For the 150th anniversary, our web team in tandem with our writers designed, developed and deployed a 150th landing page as well as a fresh, new user-friendly website, aligned to the brand and providing a responsive design, serving up the best customer experience regardless of the platform—desktop, laptop, tablet or mobile phone.

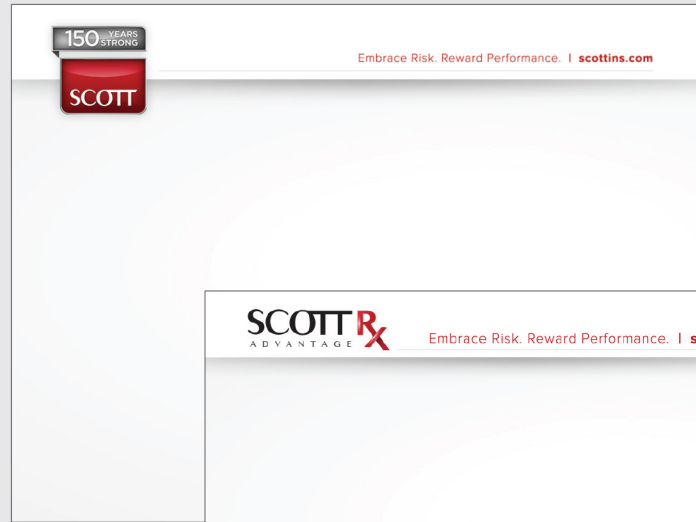
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LOGOS



POWERPOINT
TEMPLATES



REFRESHED CORPORATE LOGOS AND COLLATERAL

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SELL SHEET

BUSINESS CARD



Employee Owned

Stephen B. Dolin, CCA, CPA

Vice President, Bond Manager
sdolin@scottins.com


Phone:
434.832.2198

Cell:
434.832.2287

Fax:
434.832.2287

Toll Free:
800.365.0101

1301 Old Graves Mill Rd. P.O. Box 10489 Lynchburg, VA 24502



Established 1864

Embrace Risk. Reward Performance.

scottins.com

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Turn to the Experts at Scott Insurance

As Your Trusted Risk Advisors

At Scott, we help companies like yours embrace risk and achieve peak business performance. We anticipate the risk challenges ahead and devise smart and creative solutions to improve your employees' health and safety and your business' profitability.

No matter how many clients we've guided along this path, we challenge ourselves to find the best answers for each client. That's been our commitment since 1864 and that commitment will remain equally strong for the next 150 years.

Our clients turn to Scott to serve as their advisor for:

- Property & Casualty
- Employee Benefits
- Bonds
- Workers' Compensation Services
- Wellness Programs
- Captives
- Private Risk
- Financial Management

The Spirit of Employee Ownership




Scott has built a successful Employee Stock Ownership Plan (ESOP). Today, Scott is 100% employee owned, which is integral to the company's culture and has led to higher employee satisfaction and 97% employee retention.

FAST FACTS

-  **150** years and a commitment to 150 more
-  **100%** owned by 250+ employee owners
-  **\$450 Million** in premiums in 2013
-  **One of the Largest** agencies in the Southeast
-  **Clients** with operations throughout the United States and internationally
-  **Best Practices Agency** for 20 years—an annual designation awarded by Reagan Consulting and IIABA

PROPERTY & CASUALTY | EMPLOYEE BENEFITS | BONDS | CAPTIVES | PRIVATE RISK

PRINT COLLATERAL

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Embrace Risk. Reward Performance.

About Scott

Property & Casualty

Employee Benefits

Captives

Surety Bonds

Services for Individuals

Search the site...

SCOTT

license surety bonds

Scott Insurance has a business unit, Scott Bond Services, dedicated to managing national programs for surety license bonds, serving thousands of clients throughout the US.

[Click here to learn more](#)



Summer Sales Internship Program

Scott is offering a 4-5 week summer internship for students interested in pursuing a career in sales. The program will introduce students to the sales profession and insurance industry.

[Read More](#)

Quick Contact

When you need a quick answer, we're here.

Choose a subject...

Your Name

Email or Mobile Telephone

SCOTT WEBSITE

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Our clients say we're different.

- UNMATCHED EXPERTISE
- TRUSTED PARTNER
- EXCEPTIONAL SERVICE
- CREATIVE THINKERS
- DELIVERING RESULTS

Scott client Arthur Samet, president and CEO of Samet Corporation, with offices in Greensboro and Charlotte, North Carolina

Scott serves the risk management needs and builds trusted partnerships with leading companies like Samet Corporation—one of the Southeast's premier builders serving a broad range of industries.

At Scott, we help companies like yours embrace risk and achieve peak business performance. We listen, learn your business inside and out, anticipate the risk challenges ahead and devise smart, creative solutions. We become your trusted partner. And we are passionate about our clients' success.

We bring you the advantage of 150 years of experience, yet we never stop learning and challenging ourselves to find the best answer for our clients. That's been our commitment to you since 1864 and that commitment will remain equally strong for the next 150 years.

Let us help position your business for success. Contact us today to learn more.
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Scott client Steve Wright, president of Wright Brothers Construction Company, Inc., headquartered in Charleston, Tennessee


Scott serves the risk management needs of Wright Brothers Construction—one of the leading highway and heavy construction companies in the Southeast. We've enjoyed a trusted partnership since we opened our first office in Tennessee in 2000.

At Scott, we help companies like yours embrace risk and achieve peak business performance. We listen, learn your business inside and out, anticipate the risk challenges ahead and devise smart, creative solutions. We become your trusted partner. And we are passionate about our clients' success.

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Reward Performance.**

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TRADE ADVERTISING - PRINT AND DIGITAL

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150 YEARS STRONG



Established 1864

For 150 years

Scott grows and changes with the times

Scott leaders have come and gone, each contributing their particular talents and abilities. While leadership and employees change, one thing remains constant over time—the way we embrace our deeply engrained risk and reward culture.

At Scott, the underlying desire to develop different approaches to risk management has flourished. Since 1864, our valued clients have turned to Scott to serve as their advisor for workers' compensation, property and casualty, employee benefits, wellness programs, bonds and private risk. Thank you for helping define our successful history and being a part of our bright future.

Our History

150 days of thanks.

Join us in celebrating the people, companies and communities central to our success. Thank you!

From Scott: I would like to extend thanks to Salle, Trish, and Peyton for the effort that they each put forth in their work and for their friendly, outgoing attitudes.
May 28, 2014

From Scott: Thank you Scott for all the activities you provide to keep us in touch with our fellow employee owners in a fun way!
May 27, 2014

From Scott: Thank you to Scott client Market America's non-profit arm, MA Cares, for their sponsorship of children services including Pathways Center, The Kids of Childhood Cancer Foundation along with various other services to aid children.
May 23, 2014

Tell us your story...

post

[view all thanks](#)

1980

2000 1996 1994 1992 1991 1986 1983 1975 1970 1964 1955 1951 1943

An entrepreneurial company, Self-Insurance Services (SIS), is founded in Richmond, proving to be highly successful. SIS offers small and mid-size businesses the advantages that larger companies are afforded in purchasing Workers' Compensation and has saved its members millions.

[view full timeline](#)

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What Tennessee's Reformed Worker's Compensation System Means for Your Business

In July, the state will enact reformed legislation designed to improve Tennessee's worker's compensation system. The changes promise resolution of claims through a process that is fairer, faster and more efficient. Let's take a look at six significant changes you will see in 2014:

- 1. A streamlined, dedicated system.** The state is creating an autonomous Division of Workers' Compensation (DWC) that will handle all issues of temporary and permanent workers' compensation claims and benefits throughout the entire process. The new Court of Workers' Compensation Claims, whose judges, mediators and appeals board will be appointed by the DWC Administrator, will make decisions. The Tennessee Supreme Court will remain as the ultimate level of appeal.
- 2. A more level playing field.** Before reform, the statute was "remedial," with close decisions typically favoring the injured worker. After July, the law will be applied impartially, favoring neither the employee nor employer.
- 3. Revised definition of injury.** The definition will include an injury by accident, a mental injury, occupational disease or cumulative trauma condition arising "primarily" in the course and scope of employment when all other possible causes are considered. "Primarily" means that work must have contributed greater than 50% in causing the overall injury. The opinion of the treating physician shall be presumed correct on the issue of causation, but may be rebutted by a preponderance of evidence.
- 4. Greater employer access to medical information.** Employers will be able to communicate with treating physicians and review medical records related to the treatment of the worker's compensation injury, without the currently required employee-signed waiver.
- 5. New method for determining Permanent Partial Disability (PPD) benefits.** All impairments and injuries will be considered "body as a whole" injuries, and the maximum number of weeks increases from 400 to 450 weeks.
- 6. New ombudsman program.** The new law mandates an ombudsman program to educate, assist and protect the rights of injured employees, their employers and others seeking to resolve claims-related disputes. This program will be available to individuals not represented by legal counsel.

While these changes are positive for both employers and employees and are expected to reduce costs, medical inflation is still on the rise, projected to increase 6% to 6.5% annually for the next decade.¹ Employers must work with their work comp agent to make sure that they are taking every step possible to prevent losses and to aggressively manage any claims that do occur.

About the author: B. Jones, a Scott insurance account manager, specializes in large workers' compensation exposures. He is a CPA and a University of Tennessee Master of Accountancy Program graduate and holds his CIC (Certified Insurance Counselor) designation.

¹ Centers for Medicare and Medicaid Services (CMS)'s report: *National Health Expenditure Projections 2012-2022*, and PwC's Health Research Institute (HRI)'s report: *Factors Affecting 2014 Medical Cost Trend*

150TH LANDING PAGE AND EDITORIAL CONTENT

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