



CASE STUDY: DIRECT ASIA

Industry: Financial Services

Creating a bold challenger brand in a conservative market

DirectAsia.com is a game-changing, direct-to-customer insurance company from the Whittington Group. The Whittington team wanted to provide an alternative to the 'closed shop' of the big three dominant insurance providers in Singapore that continued to use agents and middlemen and kept premiums artificially high. DirectAsia.com's vision was to create an approachable, affordable, 24/7, online insurance offering of the kind that had revolutionised the industry in the UK and Australia. We got involved to create a complete brand strategy and identity to see DirectAsia.com to market.

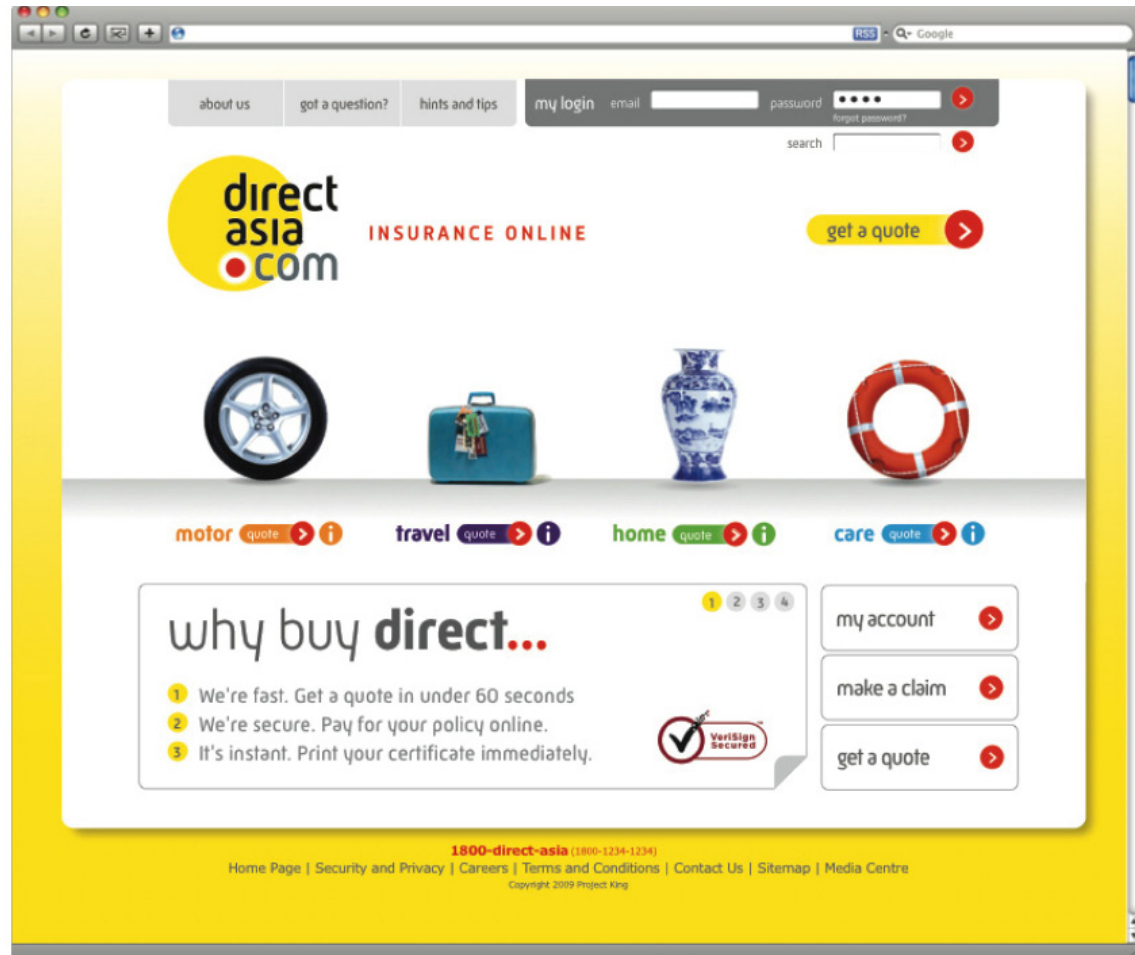


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Building on promises

Despite growing dissatisfaction with rising premiums and poor service, Singaporean consumers were reluctant to break away from the traditional agent-led relationships. Something disruptive and challenging, but at the same time credible and trustworthy, was needed to break the cycle. Our strategy was to keep things simple, straightforward and vibrant, and every aspect of the DirectAsia.com brand was built around a refreshing and distinctive brand promise and values. This promise underpinned every facet of the new brand's personality, visual identity and communication and was used as the basis for an engagement programme with DirectAsia.com call centre operatives, who would be on the frontline in delivering the brand promise. We also used the brand essence to inform the design and décor of the DirectAsia office in central Singapore.



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A feature in the changing insurance landscape

A year on from launch and DirectAsia.com has contributed significantly to a much-changed insurance landscape in Singapore, where online providers are growing and the pressure on pricing and agents has dramatically increased, giving Singaporean consumers more choice, better deals and improved service delivery. The bright, bold DirectAsia.com identity is now a familiar sight on the streets of Singapore and online.

