

:: CHAPMAN

Before



After



With a core focus in the nonprofit space, customer-centric business ethic and their own nonprofit foundation, Chapman & Associates proudly differentiated themselves from traditional insurance companies. However, their key attributes were masked by a brand identity and associated communications that failed to capture this essence and target market interests while positioning the business as a small, local, and a more generic insurance brokerage.

Copia Creative's goal was to define a clear and consistent market position that reflects their culture and harnesses their internal and external desired perception. We established a brand identity and brand experience for Chapman that speaks to their business goals and ethics, while communicating their leadership in nonprofit insurance.

PROFILE:

Chapman provides insurance and risk management services exclusively for nonprofit organizations. They also champion the Chapman Charitable Foundation, which has given back nearly \$5 million to Chapman clients in all areas of nonprofit practice.

GOALS:

- Establish a new name and brand identity to capture Chapman's depth of knowledge, customer-service ethic, and warm, friendly demeanor
- Position Chapman as the experts in nonprofit insurance
- Implement and manage a brand platform to create consistent messaging across all touchpoints

PROCESS AND STRATEGY:

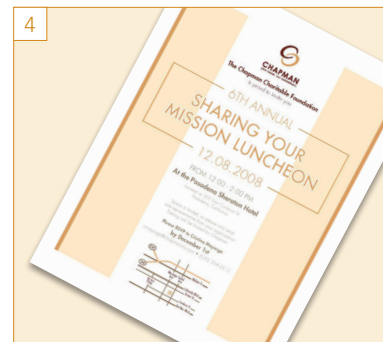
Copia Creative conducted a 360° brand review to assess each aspect of the industry and the current Chapman brand, including customer and staff interviews, interviews across corporate levels, nonprofit target market surveys, and competitive analysis. Our focus was to define the core and unique brand values and implement solutions to communicate these values to current and new markets.

CREATIVE SOLUTION:

Our findings indicated that Chapman was recognized



- 1: The new brand symbolizes partnership and uses warm, friendly colors. A detailed style guide and digital templates help reinforce brand uniformity.
- 2: Tradeshow materials use imagery that speaks directly to the nonprofit market.
- 3: Brand collateral was designed to stand apart with a vertical format and spot treatment.
- 4: Branded invitation for the annual Chapman Charitable Foundation event to honor grant recipients



★ 2009 American Graphic Design Awards



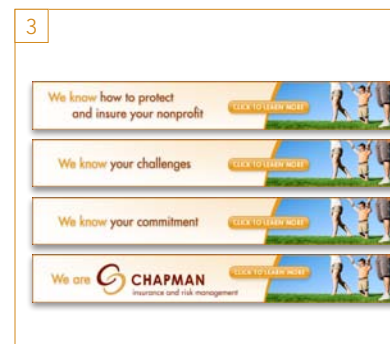
The brochure was designed to showcase both Chapman's warmth and industry expertise. A pocket in the back holds cards tailored to individual nonprofit sectors and the printing/paper is environmentally friendly.

with respect in the industry, but their key attributes were not at the forefront of their brand. Customers perceived Chapman & Associates as small, when in actuality, they are a leading nonprofit provider in the Western United States. The brand identity symbolizes Chapman's bond with their customers, as well as reinforces their commitment to them through the Chapman Charitable Foundation.

Copia's first step was to conduct a company naming review, with a recommendation to drop "& Associates," thereby implementing a larger company feel.

To bring the Chapman core values to the forefront of the experience, Copia developed a brand identity that was both strong and nurturing, embracing warm tones and a tagline that spoke directly to their market. The brand identity symbolizes Chapman's bond with their customers.

Copia shifted Chapman to a rich grounded palette and imagery with a human touch—representing the warmth, hope, and guidance that nonprofits both provide and seek. The tone and messaging of the creative and communications showcased Chapman's expertise and leadership in nonprofit insurance, while also highlighting the relationships they build.



- 1: The new Chapman website includes an innovative Client Login area and a highly-organized, searchable Intranet.
- 2: E-communications were sent to announce the site launch and new, exciting features to current customers and prospects.
- 3: Online banner advertisements communicate Chapman's industry knowledge and customer-centric approach.

RESULTS:

The measurable results of consistent feedback and a managed perception of what Chapman represents in the marketplace has been a testament to the work. The reinforcement tools such as a client login and sector specific marketing has further delivered the brand message through tangible solutions and opened new doors for Chapman. Chapman continues to expand, increase awareness, and gain market share through use and adoption of its brand strategy and brand experience with extensive praise and accolades from current clients.