

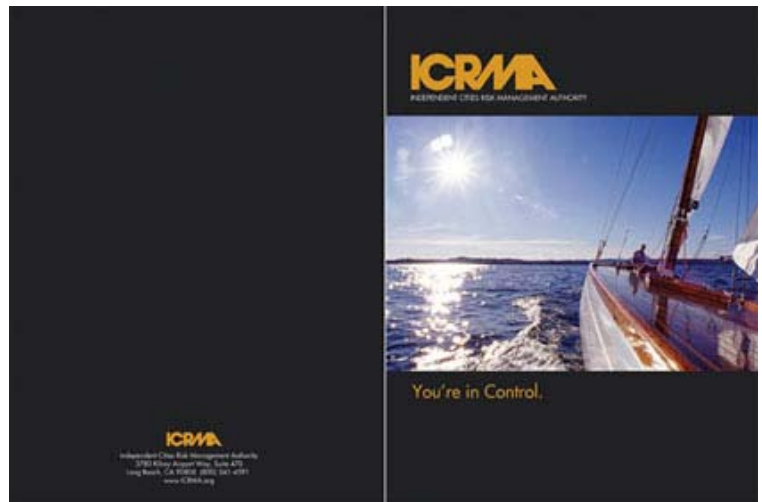
ICRMA

We are often called upon to help clients take highly technical products or complex services and distill their benefits for easy understanding. Such was the case with ICRMA (Independent Cities Risk Management Authority), an association of small and mid-sized municipalities who pool their risk-management resources to provide member cities maximum value.

The challenge was that concepts such as self-insured retention, actuarially determined losses, and TPA performance are not immediately self-evident, especially for many city administrators who are not experts in this area. For these people, the complexities can be confusing, or even intimidating. Many feel they must relinquish control to outside agencies while settling for a limited set of options.

Our job was to clarify and simplify ICRMA's competitive message to this audience, while at the same time be a voice of reassurance. Therefore, our message became "You're In Control."

We developed a nautical metaphor for being in control: ICRMA puts you at the helm of your risk management program, helps your city weather the storms of risk, allows you to navigate the many options available, and with our guidance, promises smooth sailing ahead. This moved the discussion to a paradigm that is less complex and allowed us to package critical concepts in a way that is more understandable.





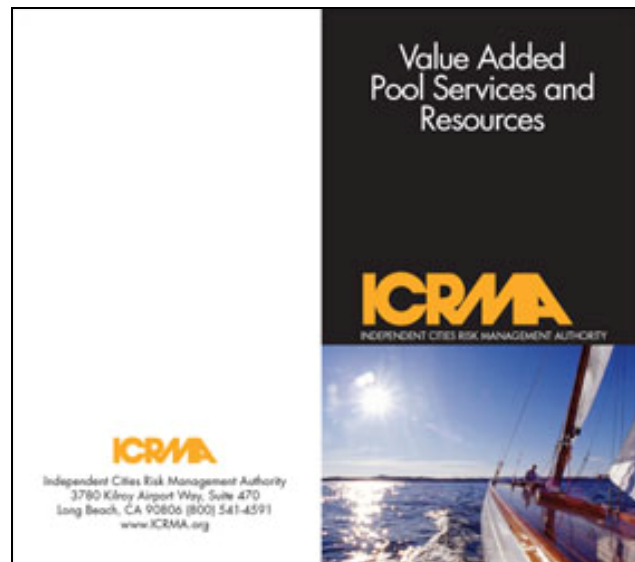
Making your Brand a Star™

CASE STUDY

The theme was executed in trade show displays, a new company brochure, solicitation emails and a new website (currently in development).

In addition, we produced new sales presentation materials that also categorized and simplified the complex messaging, helping both the sales team and their audience get right to the key program benefits.

It all comes back to one of the old saws of smart advertising and marketing: "Think it out square, then say it with flair."



For more examples of our work, go to www.starmarketing.com/portfolio.php