



## OBJECTIVE:

Triad Guaranty Insurance, a publicly held national mortgage insurer, wanted to distinguish itself from the competition, position itself as a leader in the industry, and increase its market share.

## TARGET AUDIENCE:

Mortgage bankers and brokers.

## STRATEGY:

Perform baseline market research to determine the mortgage banking community's perception of Triad. Based on this research, develop and implement an Integrated Marketing Communications Plan to develop a corporate theme and image, increase awareness of Triad and its initiatives, establish the company as a leader, and drive booth traffic at national trade shows.

## CREATIVE:

We created a new theme, "Challenging the Status Quo," which we used as a consistent message across new eye-catching ads, dimensional direct mail pieces, brochures, public relations efforts, special events, and the company's tradeshow booth. Additionally, press releases and articles authored on behalf of Triad executives were placed in industry trade publications, and company executives were made available for expert interviews.

## RESULTS:

Triad realized a 129% increase in market share over a five-year period.

Follow-up research showed the company had established a strong, positive corporate identity, with high awareness rates across both its target audience and the mortgage industry as a whole. The public relations portion of the campaign delivered a return-on-investment of 7 times the initial investment, and so effectively established the company CEO as an expert, he became a sought-after interview at trade shows.

## Market Research Press Releases

