

daz

creative solutions from a different school of thought

Client: Alexander Forbes

Project: Professional Indemnity Insurance - 2003 press advertising campaign

Who says solicitors can't have a bit of fun? This campaign aimed to swap the normal dry as dust discussion for something with a little more bite to it - and appealed to the taste of The Insurance Times' advertising awards panel too.

Professional Indemnity Insurance without tears

Who's fault is it that your professional indemnity premiums are really beginning to bite?

The insurers? The regulators? The regulators?

Whichever it is, your insurance providers will be sorry if they can't help a guy.

But the one thing that makes a real difference is leverage. Alexander Forbes gives that leverage.

Indemnity business across a broader base of selected qualifying insurers, than any other broker, so we're equipped to meet pressure where it counts. Changing from an ordinary...

It's an additional, your expectations of service include...

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Same difference...?

Alexander Forbes
PROFESSIONALS

Who are premlums hurting?

Alexander Forbes
PROFESSIONALS

Professional Indemnity Insurance You'd be surprised

Think again about how you view Professional Indemnity Insurance. Because there is more than one solution.

Alexander Forbes has become the leading specialist provider of professional indemnity insurance cover from the most qualified insurers. Authoritative legal insight, worldwide security, speedy, straightforward claims handling and secure accommodation arrangements have all had a significant part to play in your report.

So having the market leader is what separates those across the field of qualifying insurers, when your broker handles over 90% of all suitable business, you're sure to have been left alone.

Which is far from a quality difference to premium. It's your best of having the same old habits of paying more and higher premiums, it's time to take action. Ask the Alexander Forbes broker you know by calling today. Or call on 0845 600 3285.

For the most comprehensive advantage in that we offer the health of a good you really wouldn't expect. Now!

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Professional Indemnity Insurance

Professional Indemnity Insurance For a breath of fresh air

Too many stable insurers are made about Professional Indemnity Insurance. At Alexander Forbes, we're taking them apart.

Many more are finding it hard to get behind the many insurance costs and conditions. To offer the best? The market? The regulators? The regulators? Whichever the option, each one leaves the client.

Contrast to the one thing that can truly open up better options. And because Alexander Forbes has no more professional indemnity business, across a broader base of selected qualifying insurers, than any other broker we offer a new range made to compare premiums.

Instead, there's nothing left about the... The insurers don't have what the... Along with worldwide security, direct and... insurance, and simple, straight forward... request the professional broker handling... for the most comprehensive advantage in that we offer the health of a good you really wouldn't expect. Now!

0845 600 3285.

Download your proposal form online: www.afprofessions.com/solicitors

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Professional Indemnity Insurance

You needn't stick your neck out

Alexander Forbes
PROFESSIONALS

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