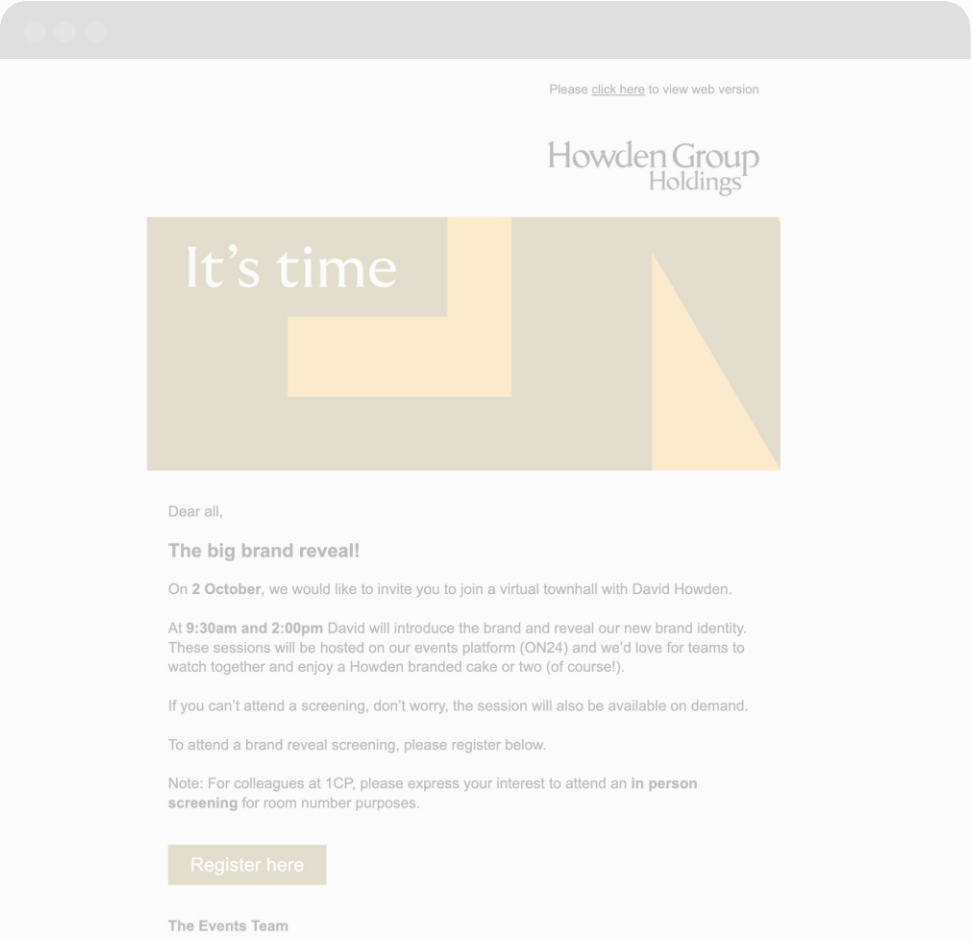
Evolving our brand
February 2024

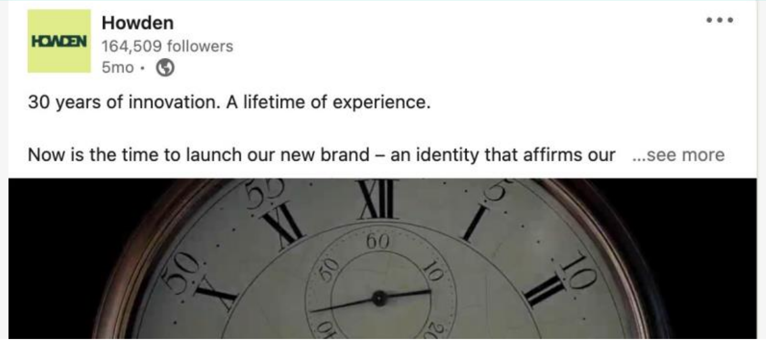
The journey we've come on...

Evolving our brand

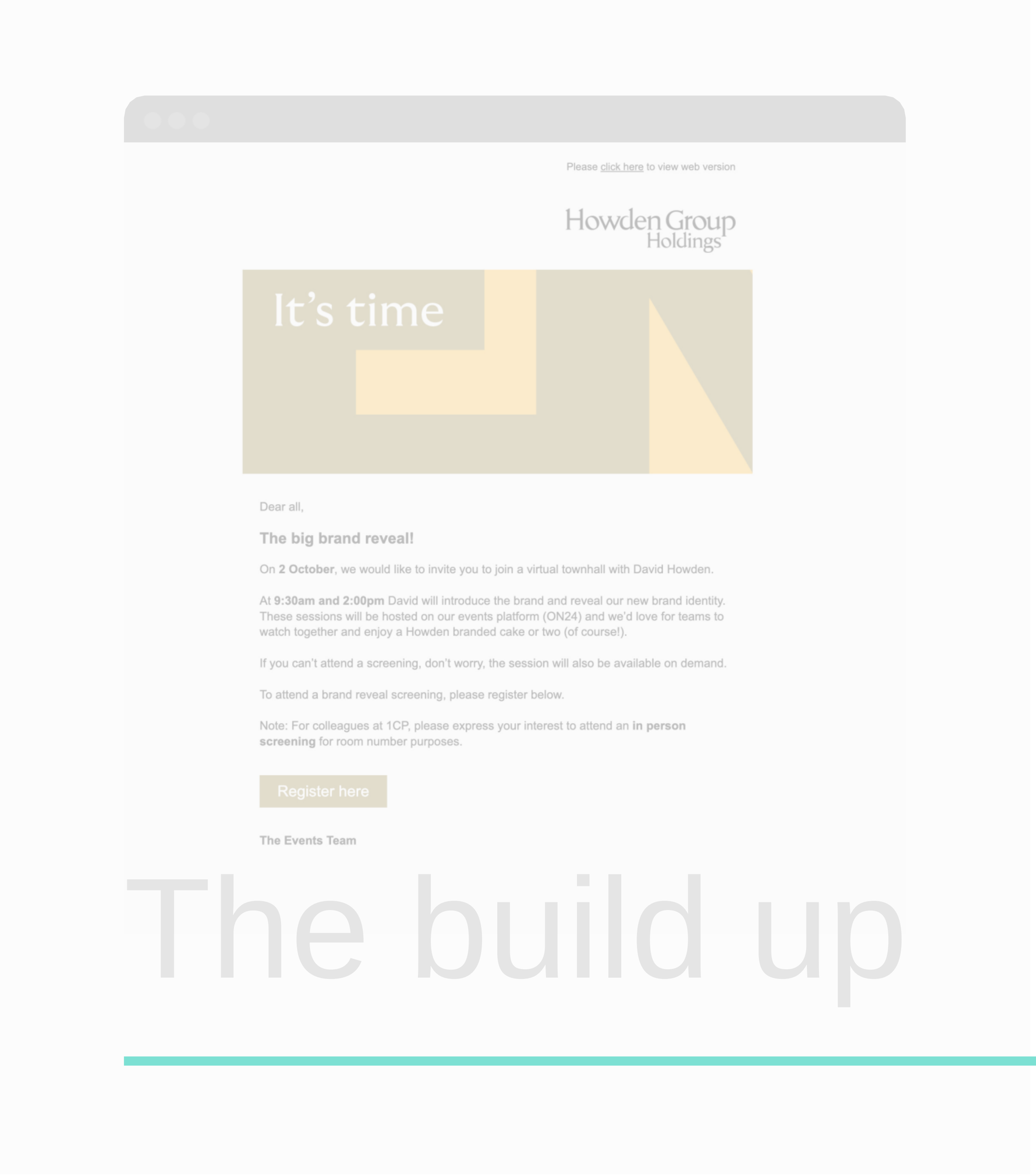


The build up

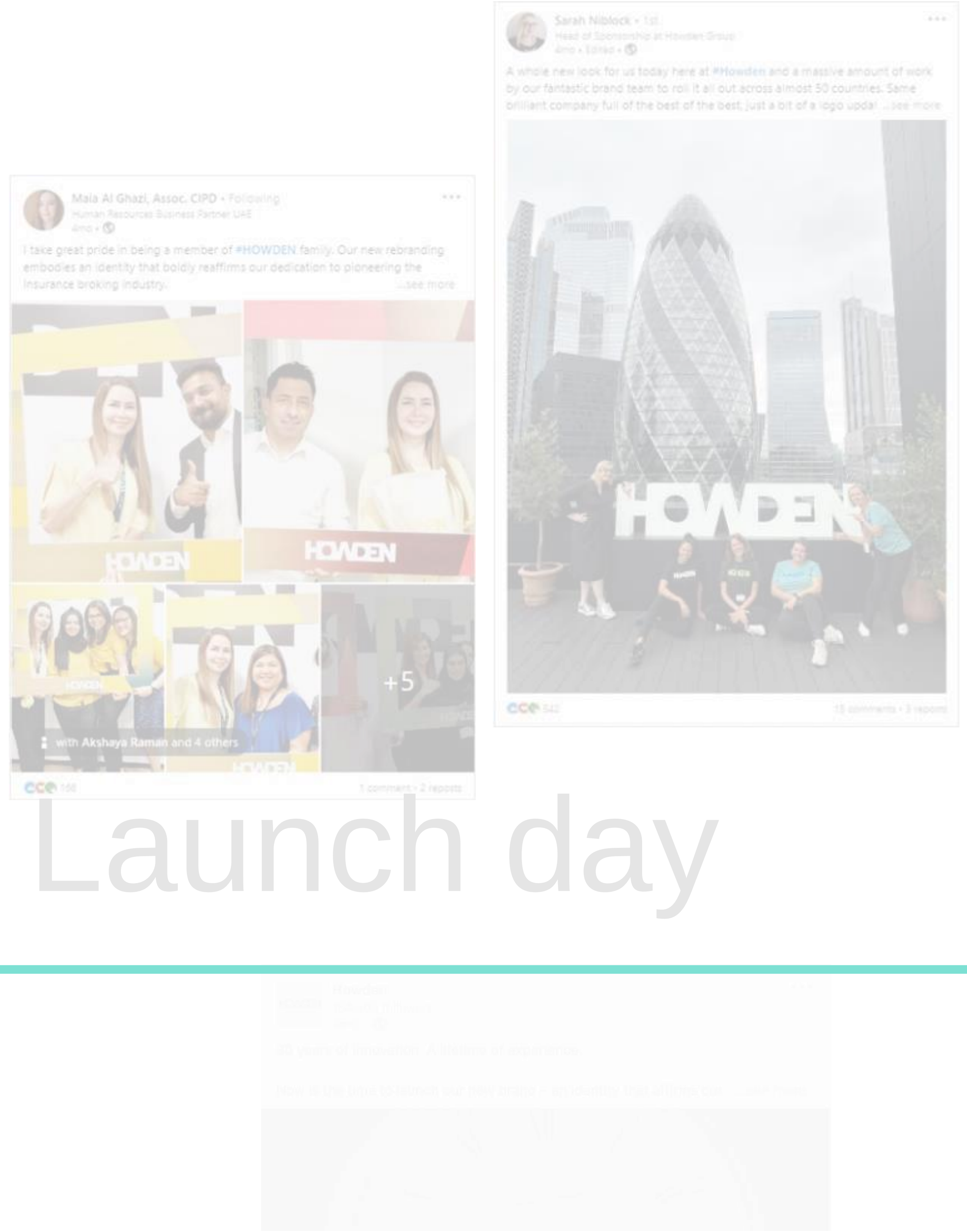
Launch day



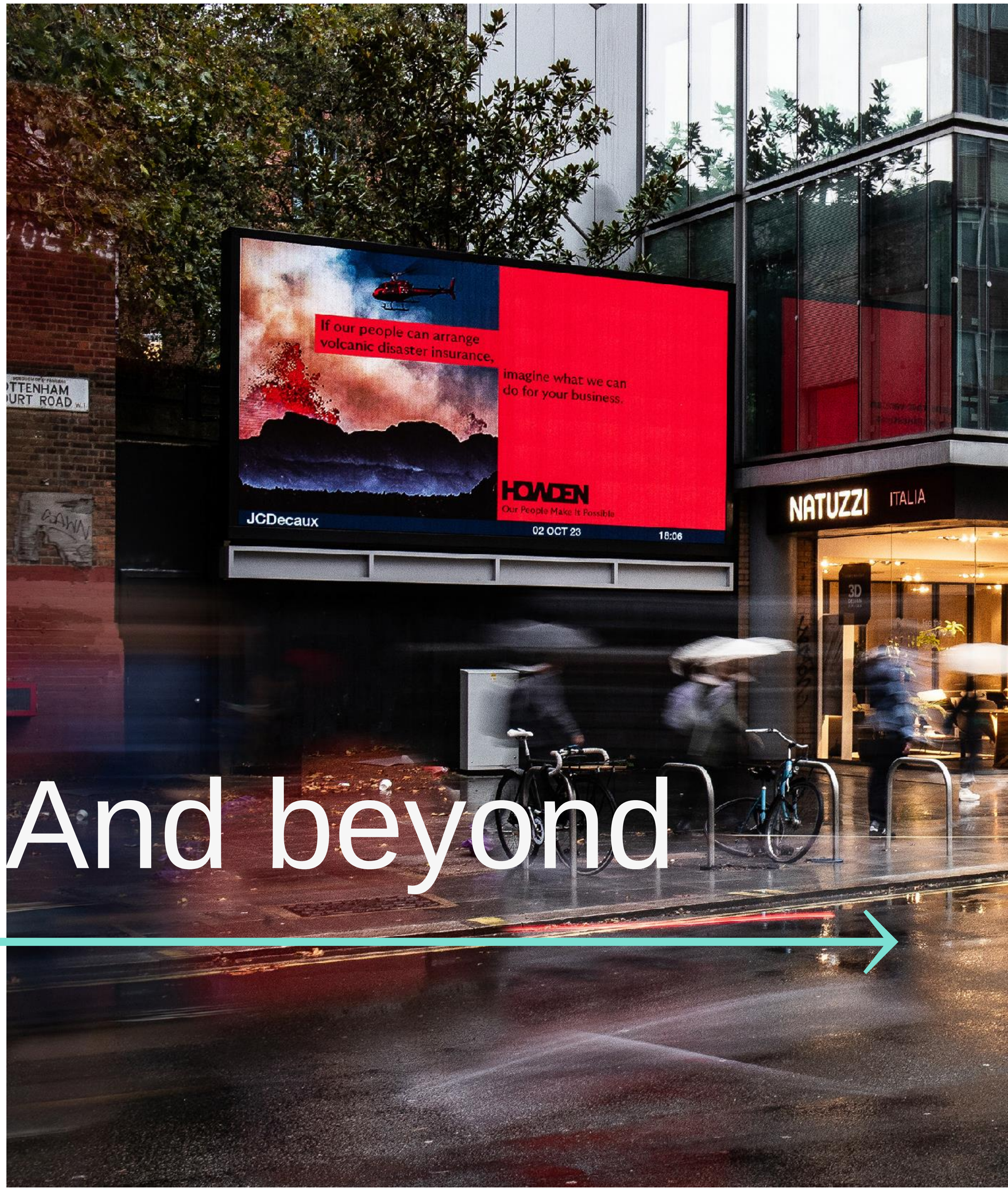
Evolving our brand



The build up

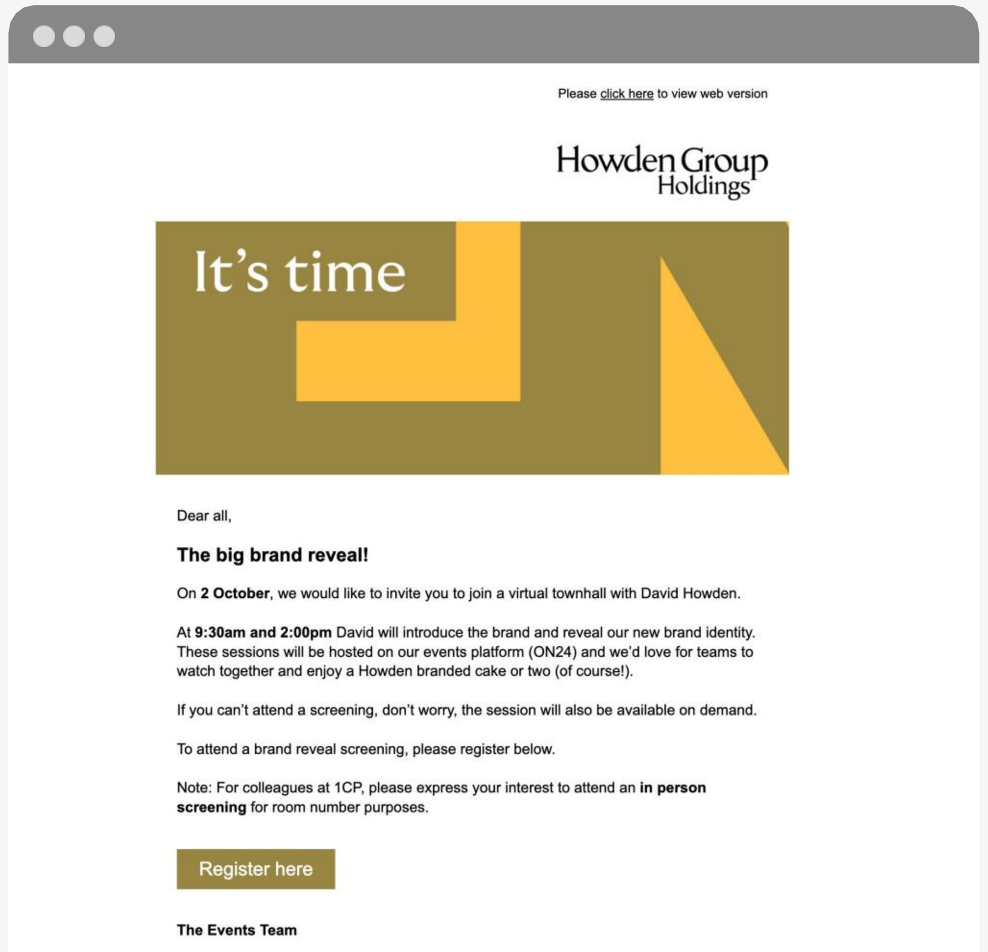


Launch day



And beyond

Evolving our brand



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Howden Group Holdings

It's time

Dear all,

The big brand reveal!

On **2 October**, we would like to invite you to join a virtual townhall with David Howden.

At **9:30am and 2:00pm** David will introduce the brand and reveal our new brand identity. These sessions will be hosted on our events platform (ON24) and we'd love for teams to watch together and enjoy a Howden branded cake or two (of course!).

If you can't attend a screening, don't worry, the session will also be available on demand.

To attend a brand reveal screening, please register below.

Note: For colleagues at 1CP, please express your interest to attend an **in person screening** for room number purposes.

Register here

The Events Team

The build up

What we've achieved to date

51k
Linkedin page views in October

90k
launch post impressions in a week

2149
new followers in launch week

What we've achieved to date

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Linkedin page views in October

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2149

new followers in launch week

No.1

Workplace campaign in 2023

What we've achieved to date

No.1

Workplace campaign in 2023

www.

+116%

Views

+81.7%

Total users

+87.3%

Sessions

+70%

Conversions

What we've achieved to date

www.

+116%

Views

+87.3%

Sessions

+81.7%

Total users

+70%

Conversions

32.5% – 80%

Increase in average email open rates

What we've achieved to date

95+

Total press articles

35+
European

17
Insurance Trade

+

3+
Middle East

24+
APAC

15
Regional

+

1
National

And this is just the beginning

Evolving our brand

DUAL

However we need to keep investing

90%

Typically when B2B decision-makers are in ‘buying mode’ they think of 1-3 brands and then 90% of the time choose one of these original 1-3 brands.

70%

Brand investment is needed to continue to build ‘mental availability’ so buyers think ‘Howden’ when they next need insurance advice because 70% of a B2B buyer’s decision-making process is influenced by the brand.

17%

Gartner research shows that when B2B buyers are considering a purchase, they **spend only 17% of that time meeting with potential suppliers**.

13%

Harvard Business Review discovered that **well-known brands get added to consideration sets faster**, close deals more often, and can command a 13% price premium over non-branded counterparts.

However we need to keep investing

20%

Economist Intelligence Unit study found that B2B companies with **strong brands generate 20% more revenue** than those with weak brands.

20%

McKinsey & Co found that **strong brands outperform weak brands** by 20% in terms of EBIT.

+15%

Forrester Research found that B2B companies **that invest in brand building experience a 10% increase in sales** and a **15% increase in profits**.

Making the brand come alive

- Advertising
- Sponsorship
- Events
- Social media campaigns
- PR

What are you going to do?

HOWDEN