

Communications Team of the Year 2017



Lynn Cufley, Director of Communications, Crawford & Company; Sue Brierley, Risk and Insurance Manager, Hanson UK, with host Holly Walsh

Winner **Crawford & Company**

The judges said: Applauded for its plainly polished entry, the unanimous winner continues to demonstrate its expertise.

The winning entry: The demand for up-to-the-minute insight and in-depth analysis amongst stakeholders and the wider market led the communications team at Crawford to the need to establish a new approach. With 8,800 employees operating in 70 countries and experts in every field, the team elected to harness its own expertise as well as that of its market partners and clients to deliver a 360° view of risk, delivering virtually on-site, ground-level communications to the market across multiple media channels.

The launch of 'On the Frontline' and its website in September 2015 was timed to coincide with the annual Crawford Board of Directors meeting, where 65 top leaders were engaged directly. Following this, it went to FIDES and the FERMA Risk Management Conference in Venice 2015. This campaign successfully enhanced the depth, breadth and frequency of the company's market-wide communications, and since the launch, the company has seen a 250% increase in visitors to the Crawford website and from traffic being driven from the On the Frontline website and Claims World blog.

Crawford & Company's International Communications team, led by Director Lynn Cufley, achieved a range of targeted measurable

outcomes with their 'Engage through Education' PR strategy. With an objective to build a platform that increased engagement with 'the unique, forensic-level perspective of the loss adjuster', Crawford enhanced the depth, breadth and frequency of its market-wide communications and has proved a phenomenal success, including industry applause for its ground-breaking publication, On the FrontLine.

"Our goal was to build audience, foster trust, position Crawford as the global thought leader in claims and ultimately add to the bottom line," says Cufley. "We focused on delivering the right message, at the right time, through the right channel to the right people, producing insight-driven editorial and engaging our clients globally."

The results included a significant uplift in targeted engagement with actionable business opportunities resulting from the integrated PR, content and social media campaign.

Ian Muress, International CEO of Crawford & Company was a strong supporter: "With a small team, Lynn has been able to create a communication strategy that helps us engage with our clients wherever they are. We are a diverse, global business and Engage through Education was the right strategy to help us reach our targets."

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