

Introduction

FarmWeb – an insurance broker dedicated to the agriculture industry – had seen year-on-year growth since its inception three years earlier. With backing from a blue chip insurance firm, the company was looking to further strengthen its position in the marketplace by improving awareness among its end customers, and creating product demand from its member intermediaries.

Objective

- Raise awareness and understanding among target end users in order to increase market share
- Strengthen FarmWeb's relationship with its intermediary members
- Establish FarmWeb as a leader in its marketplace.

Strategy

A market research project was set up to establish current perceptions of both end-users and the intermediaries and, as a result, a 'two pronged' integrated communications programme was established. This focused on supporting the intermediaries and raising awareness among the target audience.

Results

The company continued its growth and has further established its position as a key player in the marketplace.

