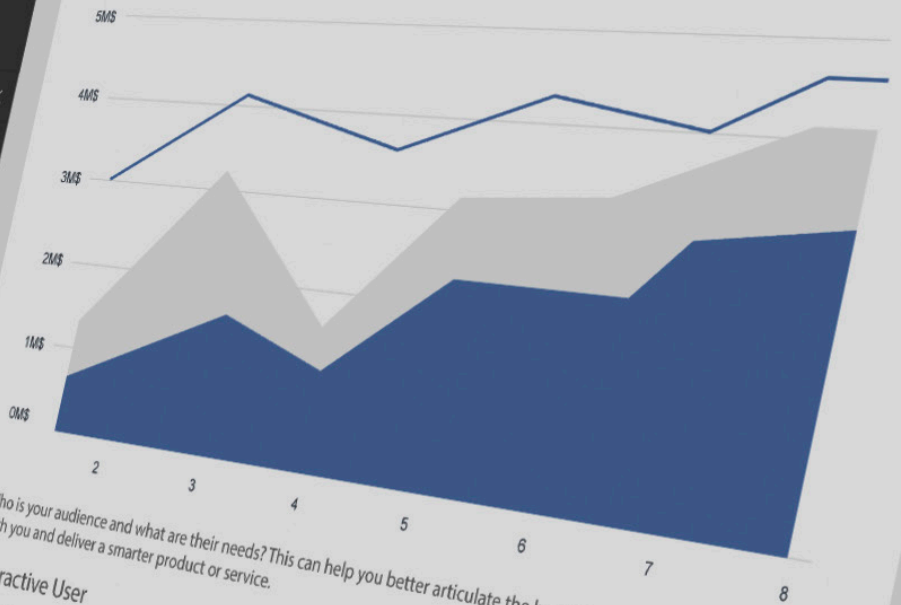




Resource > Your Chart

Business Chart - Visual

Business Chart



Who is your audience and what are their needs? This can help you better articulate the benefits of doing business with you and deliver a smarter product or service.

Interactive User

1,505
New Users Registration



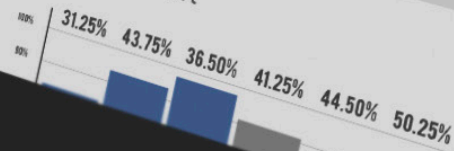
18,321
Registered Users



Realtime Dashboard



Marketing Chart



Target



Hiscox Media and Creative Industries
Digital marketing

The internet has revolutionised the marketing industry – brands are not only competing with rivals but with the entire internet for people’s attention. Agencies are now fusing creative thinking with the latest technology to deliver truly memorable campaigns.

Evolving with the changing landscape

Hiscox has been providing commercial insurance for the media and creative sector since 1995 and in that time, the industry has changed immensely. From the technological advancement of mobile devices, through to the creation of platforms such as digital radio or on-demand TV and the launch of social media, the way consumers interact with companies has been completely revolutionised.

A trusted partner to the media and creative industries

We provide cover for more than 30,000 businesses in this sector – from marketing consultants and events companies to global advertising agencies and multi-million Pound turnover broadcasters. Our specialist underwriting and claims teams have considerable experience and understanding of the changing nature of these businesses and in assessing the risks involved. They work hard to keep abreast of the law and any new developments to make sure clients receive cover appropriate to their business.

Our approach to claims

At Hiscox, we believe that our approach to dealing with claims is what sets us apart. We understand that insurance is a promise to pay, and it is when you’re in trouble that its value is really proven. If you have a problem, we don’t hide behind narrow interpretations of our policy wordings – our goal is to pay all claims efficiently and fairly, and to get our clients back on their feet as quickly as possible.

Access to specialist media lawyers

Our dedicated media claims team has extensive litigation experience in all aspects of media law, so we have a real insight into the complex and costly nature of the claims you face. We are committed to protecting your business and helping you through what can be a traumatic and time-consuming experience.

A common-sense approach

If you’re worried that an error might lead to a compensation claim from your client, you can let us know as soon as you realise you’ve made it. We will pay to put it right, sometimes without your client even knowing. This helps protect your relationship with the client and can help avoid small mistakes escalating into major issues.

In recent years, the digital world has grown exponentially to become an integral part of people’s everyday lives. The average adult spends three hours 37 minutes a day on smartphones, tablets and computers*.

Being at the cutting-edge brings new risks for marketers, from a new website that doesn’t work properly, to a dispute with a client over a paid search campaign’s effectiveness. Hiscox are the first insurer to have created a specific professional indemnity policy for marketing agencies working in the digital world.

You may need this insurance if you:

- provide marketing services or advice using digital technologies including SEO, PPC or digital advertising
- design or build websites or mobile apps
- manage social media accounts or websites for a client
- offer analytics or insight into digital marketing performance
- enter into contracts to provide services to third parties, especially large well-known corporations
- have access to personal data or confidential corporate information.

Consolidation in your industry

Hiscox is aware there is frequent takeover and merger activity in the media and creative industries, so we make sure they are covered. That’s why when clients insure with Hiscox we include:

- **automatic cover for an acquired entity** – if you buy a firm during the course of the policy then don’t worry – it is covered automatically, if it is less than 20% of your total turnover and its activities are similar to your own
- **takeovers and mergers extended reporting period** – if you are open to acquisition, you have the option to extend your Hiscox policy to cover off any past liabilities – potentially making your business more attractive to any buyer.

Did you know?

A legal dispute can stretch your resources to the limit, so we will compensate you if you or one of your employees has to attend court in connection with a claim against you.



Tailor-made protection for digital marketers

Explicit cover for your digital services.

Special cover for a wide range of services, including SEO, PPC, website and app builds and digital advertising as standard.

Extensive intellectual property protection

We offer broad cover against claims of infringing others' intellectual property rights, including copyright, trademark, music or moral rights and any act of passing off.

Broad, clear breach of contract cover – a critical cover in the B2B environment

We have removed virtually all restrictions to provide extensive protection for your contractual liabilities.

Liquidated damages

Cover for amounts agreed in the contract between you and your client in the event of a specific breach of such contract, provided it represents a fair and reasonable pre-estimate of loss.

Rectification costs

If you've made an error in work for a client, you don't have to wait for them to complain before telling us – we can pay to correct your mistake, even before your client knows anything is wrong.

How we've helped our clients

Defending a marketing agency in near-£1 million dispute

A travel agency sued our client, which provided it with SEO and online marketing services, for breach of contract. The company claimed our client had mismanaged its campaigns – which had, it said, actually lost it business – and had

given it bad advice to spend hundreds of thousands of Pounds unnecessarily. In total, the travel agency's legal claim amounted to £650,000 – it also refused to pay for £300,000 of Google advertising charges. We defended our client in the claim and helped it to recover the outstanding money it was owed.

Settling a claim for a faulty website

Our client, a digital marketing agency, was hired by an ad agency working on behalf of a food brand. Our client was to build an interactive website as part of an ad campaign for the food brand, which was sponsoring an international sports tournament. The website featured an online stadium, which the food company's customers could visit and register to win prizes. But the website was not up and running by the time the tournament began and, when it eventually did go live, crashed repeatedly. The food company brought a claim against its ad agency for not delivering a working website, which the agency then passed onto our client. We settled the claim on behalf of the digital marketing agency.

Why choose Hiscox?

Over 25 years' experience insuring businesses in the marketing and technology industries gives us a unique insight into your business and the specific threats you face. Hiscox offers broad, clear cover that you can rely on in a crisis.

Unlike other insurers, we will often fight your corner if a claim arises, even if certain aspects aren't covered under your policy. Claims are dealt with by our team of experts, which includes specialist lawyers who have extensive litigation experience and are committed to getting the best outcome for our clients.

For further information, please contact your broker.



Hiscox
22 Bishopsgate
London EC2N 4BQ
United Kingdom

T +44 (0)20 7448 6000
E enquiry@hiscox.com
www.hiscoxgroup.com

Hiscox Underwriting Ltd is
authorised and regulated by
the Financial Conduct Authority.
17228 08/22

