



# MARKETING

From PR to design, to advertising, our appetite is incredibly broad.

This factsheet is a high-level guide and not everything we can do – if in doubt, speak to your Hiscox underwriter.

## SWEETSPOT EXAMPLES

- Marketing consultancy
- Graphic design
- Market research
- Media buying
- Corporate identity and design work
- Web and app development
- Public relations
- Advertising agencies
- Experimental marketing
- Creative consultancy
- Analytics and customer insights
- PPC, SEO and digital marketing

## OUR TARGET RISK PROFILE



UK domiciled firms  
with a turnover of up to  
**£100m.**



Up to  
**50%**  
exposure by  
overseas jurisdiction.



Up to  
**25%**  
exposure by  
US jurisdiction.



Up to  
**25%**  
exposure from  
overseas subsidiaries.

## LIKELY MAXIMUM LIMITS

### By turnover banding

Up to £50m	<b>£10m Limit</b>
£50m - £100m	<b>£5m Limit</b>
Over £100m	<b>Selective Appetite</b>

### KEY CROSS-SELL OPPORTUNITIES:



ADVERTISING  
AGENT'S INDEMNITY



PROPERTY



CASUALTY



CYBER & DATA

## KEY BENEFITS

- 01 Own social media and advertising
- 02 Rectification costs
- 03 Automatic freelancers cover
- 04 Intellectual property
- 05 Breach of advertising codes
- 06 Breach of contract (B2B)