



Product name: Entertainment - Advertising contingency

Customer needs and objectives

Customers require insurance as part of the APA/IPA agreement involved in the production of an advertisement. The policy provides insurance to protect the customer from additional costs incurred that arise from circumstances that are outside of their control, as well as any additional costs that arise out of damage to the media or negative used. Death and disgrace cover is also extended to non-celebrities during both the filming and transmission periods, and to celebrities during the filming period only (a standalone D&D policy should be purchased for the transmission risk).

Product design

Following the latest product review and fair value assessment the product has been approved as providing the expected value to customers. The metrics and other insight reviewed suggest the product is understood and well utilised by customers. For information on the key benefits and any notable exclusions please see the relevant policy summary, or contact your local Hiscox underwriter.

Target market

Advertising agents indemnity insurance is a commercial product designed for advertising agents who are involved in the production of an advert.

Non-target market

This product designed for target market only – not a general product, and is only provided through brokers on an advised-sale basis.

Recommended distribution strategy

This product is only offered through brokers, on an advised-sale basis. No direct offering.



Fair value assessment

Date of last fair value assessment: March 2024

Expected date of next assessment: within 12 months of the above date

As a result of our fair value assessment, we have concluded our advertising contingency product is providing the expected value to customers.

1. The product is compatible with the needs of the target market.
2. The distribution and remuneration strategy remains appropriate, we are not aware of any distribution and remuneration arrangements having a detrimental effect on the overall value of the product.
3. The quality of the service provides the expected value.

When completing our fair value assessments, we consider all information that is available and relevant including information provided by our distributors. We also continually monitor key metrics throughout the year to give us ongoing assurance that products are providing the value expected. Where information is outside of our tolerance levels, we may review the product outside of the scheduled timeline.

Assessment	Indicators and measures	Assessment
Product overview	<ul style="list-style-type: none"> • Product summary. • Target market. • Vulnerable customers. • Competitor analysis/external benchmarking. • Product research. 	<p>The assessment of the appropriate metrics for this product demonstrates it is offering the expected value. These metrics show a good level of understanding by our customers. The customer testing illustrates good utilisation of the covers purchased.</p>
Product design/performance	<ul style="list-style-type: none"> • Average premium. • Persistency. • Claims analysis. • Tenure. • Price walking. 	
Remuneration and distribution arrangements	<ul style="list-style-type: none"> • Distribution chain. • Distribution strategy. • Commission, fees and any other remuneration arrangements. • Add-ons. • Premium finance. 	
Service	<ul style="list-style-type: none"> • Key indicators. • Complaints analysis + RCA. • Training. 	