

+++ AEGON +++ Allianz +++ AXA +++ Generali +++ MAPFRE +++ MetLife +++ Munich Re +++ Standard Life +++ Swiss Re +++ Zurich +++ AEGON +++ Allianz +++ AXA +++ Generali +++ MAPFRE +++ MetLife ++

Study Profile  
**Reputation Analysis  
Insurance 2018**

released by:  
research tools, Esslingen am Neckar

December 2018

powered by:



# Information on study

## Key facts:

- Regarding the media coverage of the ten analyzed insurance companies Allianz and MetLife are the most present insurance brands.
- The three most popular characteristics relating to insurance companies are committed, transformative and useful.
- With regard to brand perception innovation is predominantly a strong driver, particularly for Standard Life, Swiss Re and Zurich.
- There are many risks for reputation and therefore the image of a brand. Tragic incident is the most mentioned common risk for nearly all insurance companies.
- Out of five core values customer-focus is the strongest value for three insurance companies. Allianz and Standard Life have the strongest value in popularity.
- The sustainability factor shows how well a brand is prepared for the future. For the ten analyzed insurance companies economical sustainability reaches the highest scores with more than 60%, while social and ecological sustainability show noticeably lower values.

# Information on study

## Benefits and Scope:

A detailed **analysis** focuses **ten insurance companies**

in terms of **public brand image**

with different **KPIs** like brand health, brand perception, brand promoter score, brand sustainability, reputation risk

all information on **187 PowerPoint-slides**

short-term delivery as **PDF** and **PowerPoint file**

the study is **independent, objective** and **neutral**

**benefits:** brand reputation with industry benchmarks

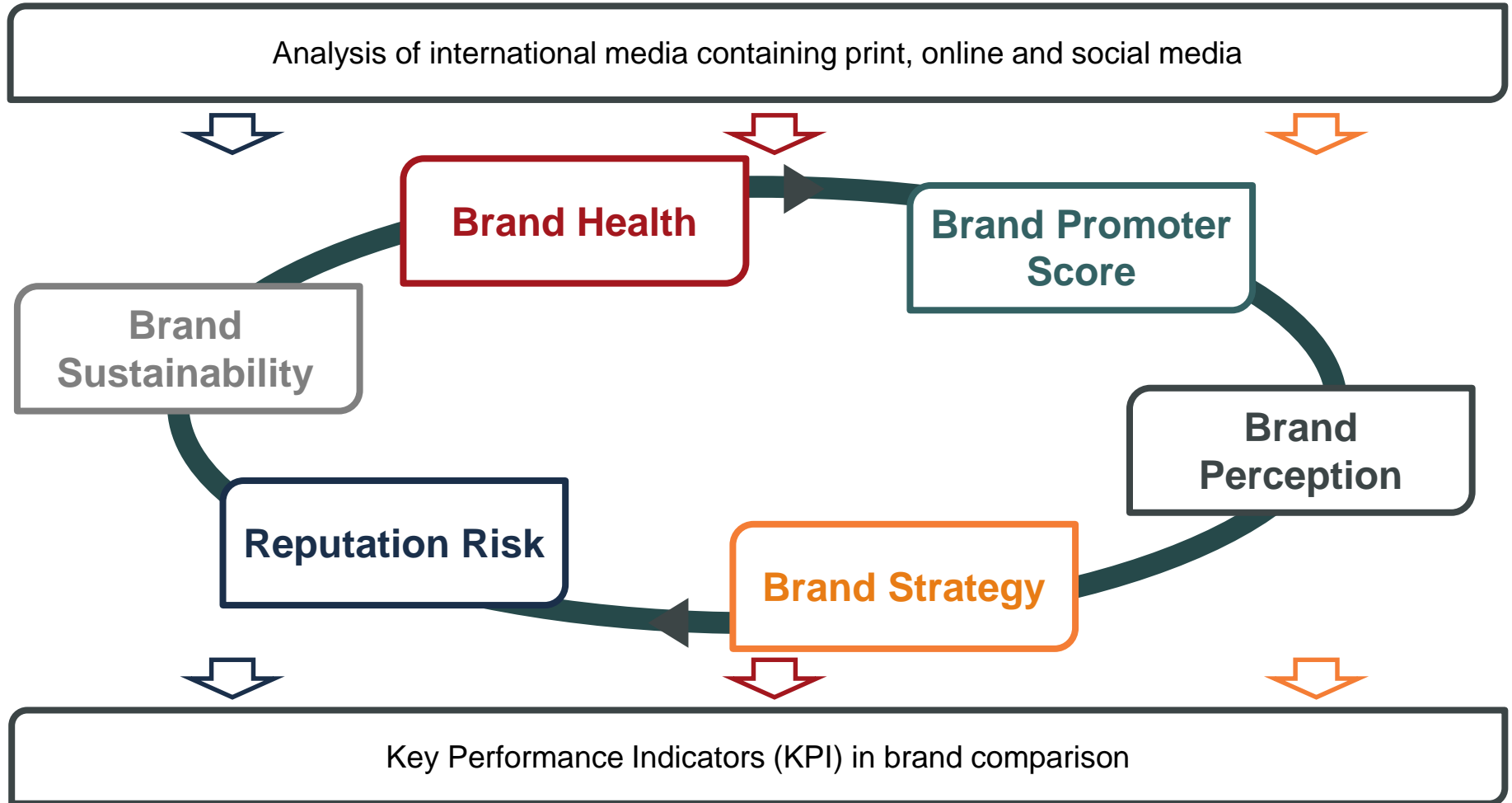
## analyzed brands:

- AEGON
- Allianz
- AXA
- Generali
- MAPFRE
- MetLife
- Munich Re
- Standard Life
- Swiss Re
- Zurich



# Information on study

## Research Design:



# Information on study

## Study content:

### Data providers / Analysts:



Adwired

**Adwired** is a team of media and branding experts who develop customized solutions for the reliable monitoring of companies, brands and people. Their systems process large amounts of data from print, online, and social media and provide operationally valuable and highly individual insights for better decisions in communications and brand management.



**research tools**

Marketingmaßnahmen  
erfassen, verstehen, bewerten

The analysis of Reputation Analysis data from Adwired is done by the market research company **research tools**. research tools is specialized in the analysis of competitive marketing activities.

### The study in figures:

- 3.2 million analyzed mentions for 10 brands
- 134 000 evaluative statements
- 10 positive and 10 negative characteristics
- 5 core values per brand
- 10 reputation risks per brand

### Research Design:

The results of this study are based on the data provided by **Adwired**. About 15,000 international print, 750,000 online, and 250 million social media in seven languages have been analyzed for the study. Most analysis cover the time from September 2017 to August 2018. The study is independent, objective and neutral. Date of publication: December 2018.

**Price of the study:** the study contains 187 pages and costs **4.800 EUR** plus VAT.



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Study Profile Reputation  
Analysis Insurance 2018

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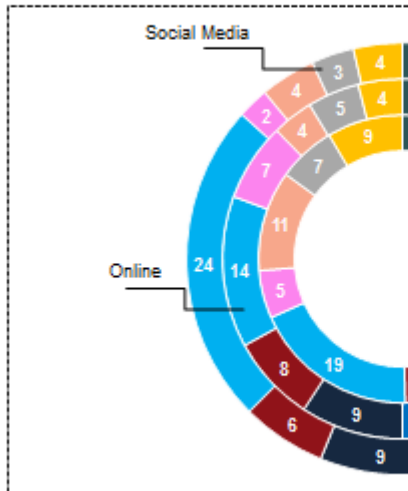


# Sample pages (1)

The sample pages contain fictitious data

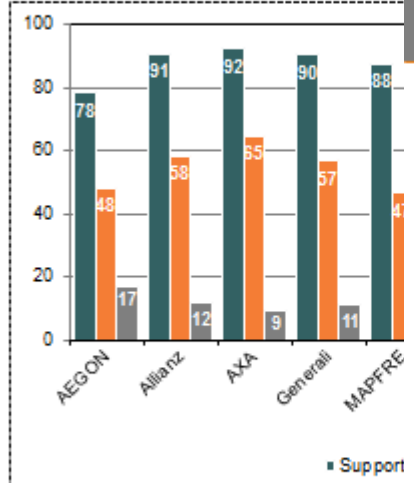
## Media Presence

Media Presence (in %)



## Brand Health

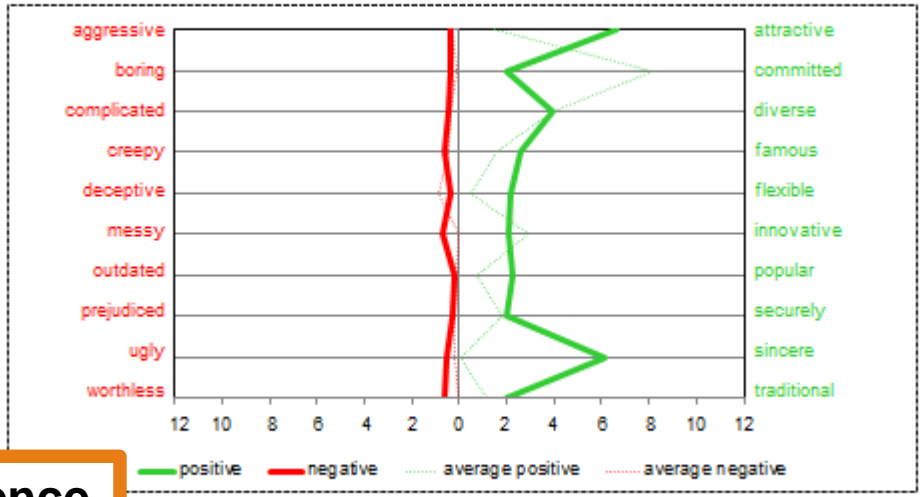
Brand Health (in %)



Which characteristics are attributed to insurance companies?

## Brand Promoter Score

Brand Promoter Score Top 10 Positive and Negative Characteristics Brand A (in %)



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Which insurance shows strong presence in print, online and social media?

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Reputation Analysis Insurance 2018

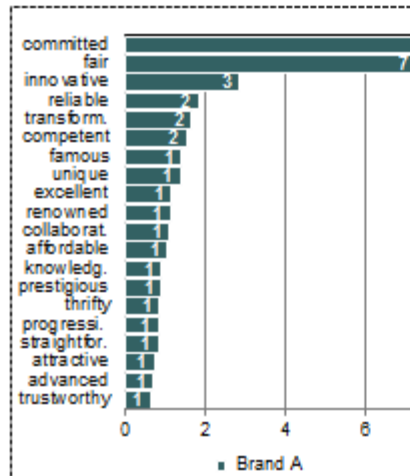


# Sample pages (2)

The sample pages contain fictitious data

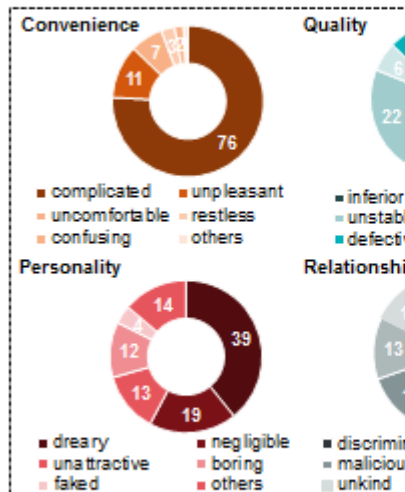
## Brand Promoter Score

Brand Promoter Score Top 20 positive Characteristics (in %)



## Brand Perception

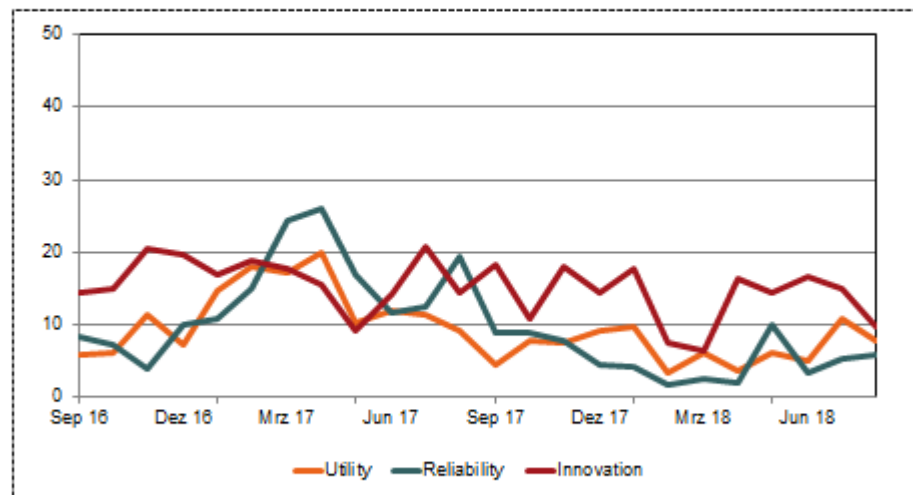
Negative Perception Top 6 Risk Drivers Brand B (in %)



How did the top drivers develop within the last two years?

## Brand Perception

Positive Perception Top 3 Drivers last two years Brand D (in %)



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Which positive attributes characterize the company?

# Sample pages (3)

The sample pages contain fictitious data

## Brand Strategy

Core Values (in %)

Legend: Brand A (red), Brand B (blue)

## Brand Sustainability

Net Positive Brand Sustainability (in %)

Brand	Ecological
AEGON	10
Allianz	5
AXA	15
Generali	10
MAPFRE	5
MetLife	15
Munich Re	10
Standard Life	5
Swiss Re	15
Zurich	10
Average	5

Legend: Ecological (green)

## Reputation Positioning

Positioning/Similarities between the brands

Legend: Brand A (red), Brand B (blue)

**Which brands show a distinct reputation positioning?**

**What are the core values of the brands?**

# Order form

We will gladly accept your order via informal e-mail or with a completed order form.

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**Contractor:** research tools, Kesselwasen 10, D-73728 Esslingen am Neckar, Germany

We hereby order the study **Reputation Analysis Insurance 2018**  
at the price of **4.800 EUR** plus VAT.

**Buyer:**

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Position: \_\_\_\_\_

Date/ Place /Signature: \_\_\_\_\_

# Contact / Industry Know How

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### Latest studies on insurance sector:

- Werbemarktanalyse Gesetzliche Krankenversicherung 2018
- Werbemarktanalyse Lebensversicherung 2018
- Marketing-Mix-Analyse Unfallversicherung 2018
- Werbemarktanalyse Kfz-Versicherung 2018
- Studie eVisibility Versicherungen 2018
- Marketing-Mix-Analyse Berufsunfähigkeitsversicherung 2018

Since 2005, research tools has been doing research within marketing and competition and positions itself as a marketing studies specialist. Since 2015, 30 studies have been published on the insurance sector.

