

Differentiation vs Distinctiveness

I have a question

In the long term is it really just a “vs”
Or where does “and” come into play?

So what are we talking about...

Distinctiveness

This is about standing out with impact

- Brand visuality
- Messaging
- Purpose
- Values

Differentiation

This is setting yourself apart from your competition by highlighting key aspects

- Features
- Benefits
- Value



direct line

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Bicycle insurance that's unlike
anything you have seen before.

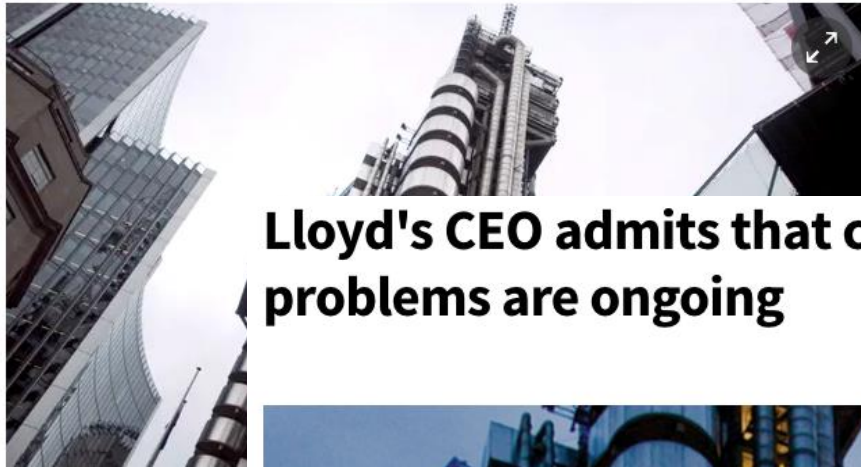


NFU Mutual

LLOYD'S

Lloyd's of London: nearly 500 workers suffered or saw sexual harassment in past year

Chief executive of insurance market says results of survey are 'stark and totally unacceptable'



Lloyd's CEO admits that culture problems are ongoing



Lloyd's CEO John Neal believes the market is yet to successfully tackle its ongoing culture

Lloyd's 2018 results "not of the standard" expected: John Neal, CEO

27TH MARCH 2019 - AUTHOR: STEVE EVANS

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Lloyd's of London stands at a "critical juncture" the market itself admitted today, while CEO John Neal said that the 2018 annual results reported today are "not of the standard that we would expect."

Lloyd's reported an aggregated market loss of £1 billion for 2018, after the second consecutive year when its underwriters suffered significant catastrophe losses.

Lloyd's paid a huge £19.7 billion in claims during 2018, gross of reinsurance, thanks to the major natural catastrophes that have left the market to report this loss.



Lloyd's chief lays out plans to rejuvenate market

John Neal promises to cut costs, increase the use of technology and win more business



John Neal said past recent results have not been acceptable and argued that the market had been slow to react to changing

Lloyd's Lab

