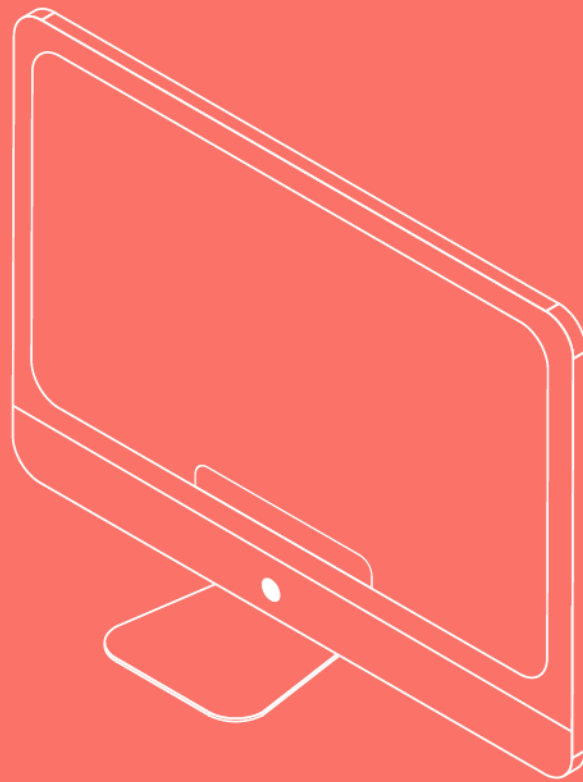




# RiskBox Agencies



Case Studies

## The importance of double-checking insurance cover

Updating an obsolete policy and  
covering a potential claim

# The importance of double-checking insurance cover



## Case Study Outline

**Business Type** — Branding agency

**Size** — 12 employees

**Specialism** — Branding and marketing for high-profile clients

**Annual Turnover** — £800,000

## Updating an obsolete policy and covering a potential claim

Our client is a branding agency who have been serving high-profile clients with marketing solutions for more than a decade. RiskBox specialise in providing cover for creative and digital agencies, so we understand what these companies can (and should) insure during their respective business journeys.

### The Challenge

A client campaign went badly – resulting in a big mistake and subsequent breach of contract. The branding agency believed they would be insured for the £50,000 damages. They weren't.

This should have been a simple breach of contract claim under Professional Indemnity, but their high-street broker and insurer had neglected to keep the policy up to date. This meant that the branding agency didn't have the financial cushion they believed they had – leaving them in an extremely precarious position.

### Our Solution

The branding agency appointed RiskBox to help – and we instantly began a dialogue with insurers.

Not only did the insurers agree to change the basis of cover to the most recent policy, but they also backdated the breach of contract cover (even though it might lead them to pay a sizeable claim).

The client was therefore protected going forward, as well as having been dug out of a potentially expensive hole.

**Think you might need a more reliable insurer?**

Speak to us for more information.

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