

FRED C. CHURCH INSURANCE

Because it's not just the policy. It's the people.



Fred C. Church
INSURANCE

INSURING AN AWARD- WINNING WEBSITE

At the core of Fred C. Church insurance is its employees' dedication to and relationships with the clients they serve—but their website wasn't reflecting those promises. Fred C. Church, headquartered in Lowell, MA, approached Fishnet to assist in a complete website redesign and brand refresh. Approaching their 150-year anniversary, Fred C. Church wanted a website that would bring their tagline, "It's not just the policy. It's the people" to life through a personalized, intuitive user experience, helping position them as not just as insurance provider but a caring partner.





PLANNING

Through the new website, it was important to not only give the brand a fresh new look and feel that would reflect the history, expertise and internal culture of Fred C. Church, but to bring to life the highly-personalized nature of the company through an entirely new type of website experience for the insurance industry.

We kicked off the entire creative process with interviews with key stakeholders, employees and clients, and spent time learning about each facet of Fred C. Church so we could understand how the company exudes the spirit of its tagline, "Because it's not just the policy. It's the people", and how their expertise and personal touch positively impact their customers and differentiate them from the competition.



CREATING

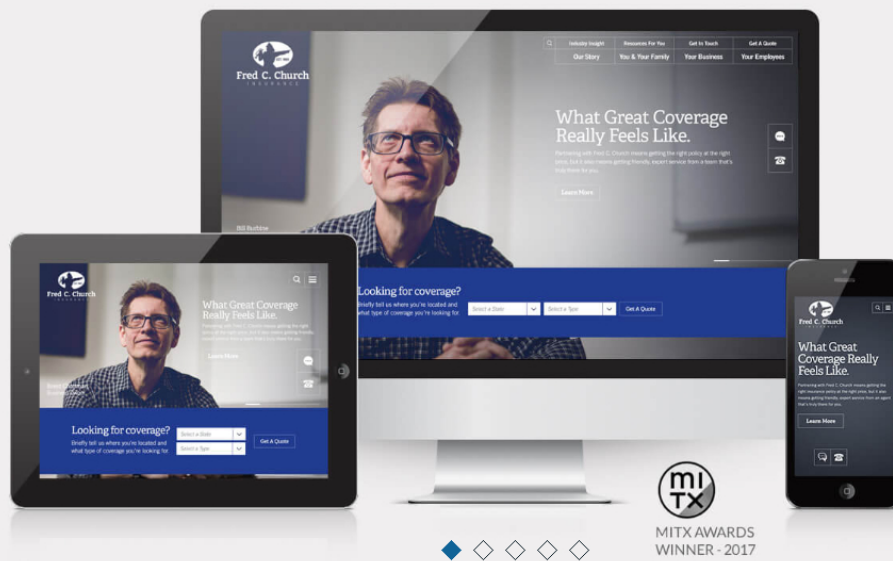
From start to finish, the website redesign was a highly collaborative process between Fred C. Church and Fishnet. Because one of the challenges was the vast amount of information that needed to be organized among several hundred website pages, a joint effort with Fred C. Church was critical.

We employed the use of a shareable web document to house all site content, which allowed key stakeholders to provide real-time help and feedback during the content generation and review process. We underwent intensive UX work, also in collaboration with their team, to design and develop the site and execute other critical elements.



DEPLOYING

Leveraging WordPress, we deployed a scalable website solution for long-term growth that would align with Fred C. Church's business objectives. The site was a next-generation, responsive and intuitive experience with integrated CMS, social media and real-time chat functionality. We promoted the launch through social media and a digital ad campaign, generating valuable traffic to the site. The result was a well-executed re-imagining of the Fred C. Church brand. For our work on the website, we received the 2017 MITX award in the Financial Services and Insurance Marketing category. MITX is the largest and most prestigious awards competition in the marketing industry, recognizing the best creative marketing and technological accomplishments across New England.



“ We knew a full site redesign would be a large undertaking, but Fishnet handled it expertly throughout the entire process. Their team worked closely with us to execute our vision while ensuring our goals for recasting our brand to our audience were met. As a result, we now have a dynamic site that not only delivers the type of easy, personalized experience that

truly reflects how we work with our clients, but that stood out for its uniqueness and innovativeness in the wide financial and insurance category at the 2017 MITX awards. We're thrilled to be able to say we have an award-winning website.

Bill Burbine, Vice President, Personal Lines Manager



CONFIDENCE CREATED

GET STARTED