

VERSATILITY AND DEPENDABILITY BRINGS PEACE OF MIND

How an entrepreneurial mindset enabled a top-level producer at the world's largest insurance brokerage to drive his business development needs no matter what the program.



AT A GLANCE

Challenges

- Build out programs, properties, and materials to drive awareness
- Have one agency that supports all media from concept to delivery
- Provide content strategy

Outputs

- Web content
- Home office setup coaching
- Podcast recording
- Audio Engineering
- Photography/Video
- Streaming Support



I've worked with Rob and INTRIGUE for four years over a variety of successful projects. I needed an agency that I could depend on no matter what my ask was. I always expect to come to Rob with ideas and get my concepts implemented and improved in ways that I continually find astounding. From concept to delivery there is no one better than INTRIGUE.

Mike Smith
Producer
Lockton

MIKE'S STORY

At Lockton, we enjoy creative freedom and have an entrepreneurial spirit. As such we're free to bring in outside resources that add value to our clients and ultimately help us win business. I wanted to create a strong personal brand in the New England area to go along with the great global brand that Lockton already had. I wanted to try a number of different approaches to capture my prospect's attention while offering value to my existing customers.

I needed a bit of everything.

I started with a branded thought leadership website with a custom welcome video. I knew I needed updated photography for LinkedIn. I wanted to start a podcast to capture the ideas of colleagues and partners. I knew that I wanted to do a lot of things but I didn't know how to get started and get them all done.

Then I approached Rob at INTRIGUE.

What started with a goal to increase my visibility became multiple projects. It seemed that for every idea I had, no matter what it was I could depend on Rob and INTRIGUE to figure out how to get it done and done well. I hosted podcasts in Boston at my office that were edited and then finished with professional intro music and voice-overs. I wanted an animated explainer video, and quickly that was completed. An innovative approach for a hybrid conference resulted in more than 20 videos of partners for a live event was done as well.

I hosted a live meeting with a guest speaker in Boston and I wanted to stream it on Zoom, but knew it would be a challenge. I shouldn't have worried. INTRIGUE showed up with wireless microphones, four cameras, video switchers, table mics, and everything that I needed including running the event from beginning to end and editing the video so I could use it on social media.

A great relationship starts with clear communication and trust so that confidence thrives and worry fades. My experience with INTRIGUE has come down to a simple lesson. No matter what I throw at Rob and his team it will get done well and better than I expected, whether that's crafting core messaging, creating materials, or going that last mile where my messages are presented to my customers.