

Case Study:
UKU Group,
Leeds.
Re-brand to
Longhawk
Insurance Group

About UKU Group

UKU Group are a leading independent provider of specialist insurance solutions.

With a unique combination of expertise, people, systems and access to underwriting capacity, they create and deliver a wide range of carefully tailored and compliant general insurance products in partnership with some of the largest retail and consumer brands in the UK.

Established in 2002 as UK Underwriting Limited (UKU) and with a staff of just fifteen based in Leeds, the organisation saw massive expansion, through both its bespoke product offering and the acquisition of complimentary businesses across England. It now employs nearly 300 people and underwrites in excess of £150m in insurance premiums.



Working together

A side effect of this success was the inevitable stretching of resources. The multi-site nature of the business also proved a challenge for the senior team based in Leeds. RoccaCreative were commissioned, as part of a larger transformation programme, to advise on brand communications. A project team was formed, comprising of specialists in brand strategy, human resources and people development.

Re-branding UKU Group

As part of an initial discovery process, RoccaCreative produced an employee satisfaction survey in order to gauge the mood of employees. This was supplemented by an HR processes and training needs analysis. Using the results of the analysis we recommended the re-brand of UKU Group, as well as a refresh of vision and values.

“RoccaCreative’s inclusive approach and expertise in the development of the Longhawk brand has meant a painless transition into the next phase of the Group’s success story.”

Mark Randerson,
Head of Group Distribution and
Business Development Functions.

This would help define the next chapter for the business – unifying behaviours, whilst strengthening ties between the Group’s companies via a revamped internal communication framework. The name was to have no real meaning, but have excellent recall value for its internal and external audience.

What followed was a creative period where several names were shortlisted, along with their associations. The name chosen was ‘Longhawk’ – favoured for its references to flight, agility and integrity.

A series of ‘visuals’ were then developed, in partnership with the Longhawk Marketing Team, which defined the Longhawk brand. The results were a logotype, along with an icon or avatar of an

abstract bird’s head. The avatar will take on a life of its own over time and will have many applications as a stand alone graphic.

The results are striking. And unlike anything that has been developed before in this sector.

The brand, vision and values were rolled out on 16 September 2008 to the larger Group in a series of talks written by RoccaCreative and presented by the senior team. This was followed by a glossy publication mailed direct to employees’ homes containing detailed information and next steps.

Going forward – Developing the brand

RoccaCreative continues to advise Longhawk on brand development and internal communications.

