



Pure Programs

Brand and Website Case Study

June 2020

Pure Programs

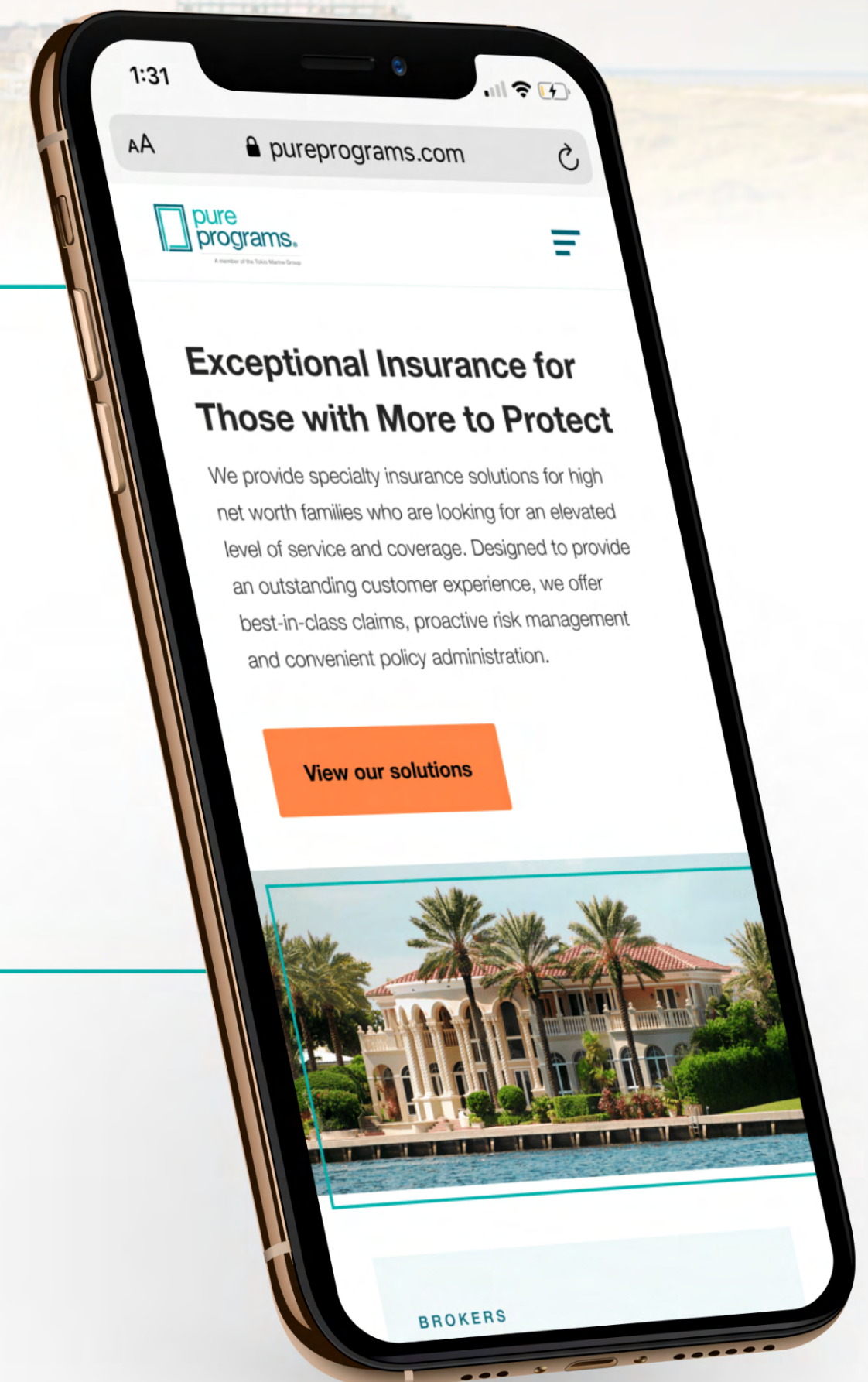
Industry
Insurance

Deliverables
Branding, Website

Our Role
Strategy, Design,
Engineering

Reference
pureprograms.com

Designing for Distinction



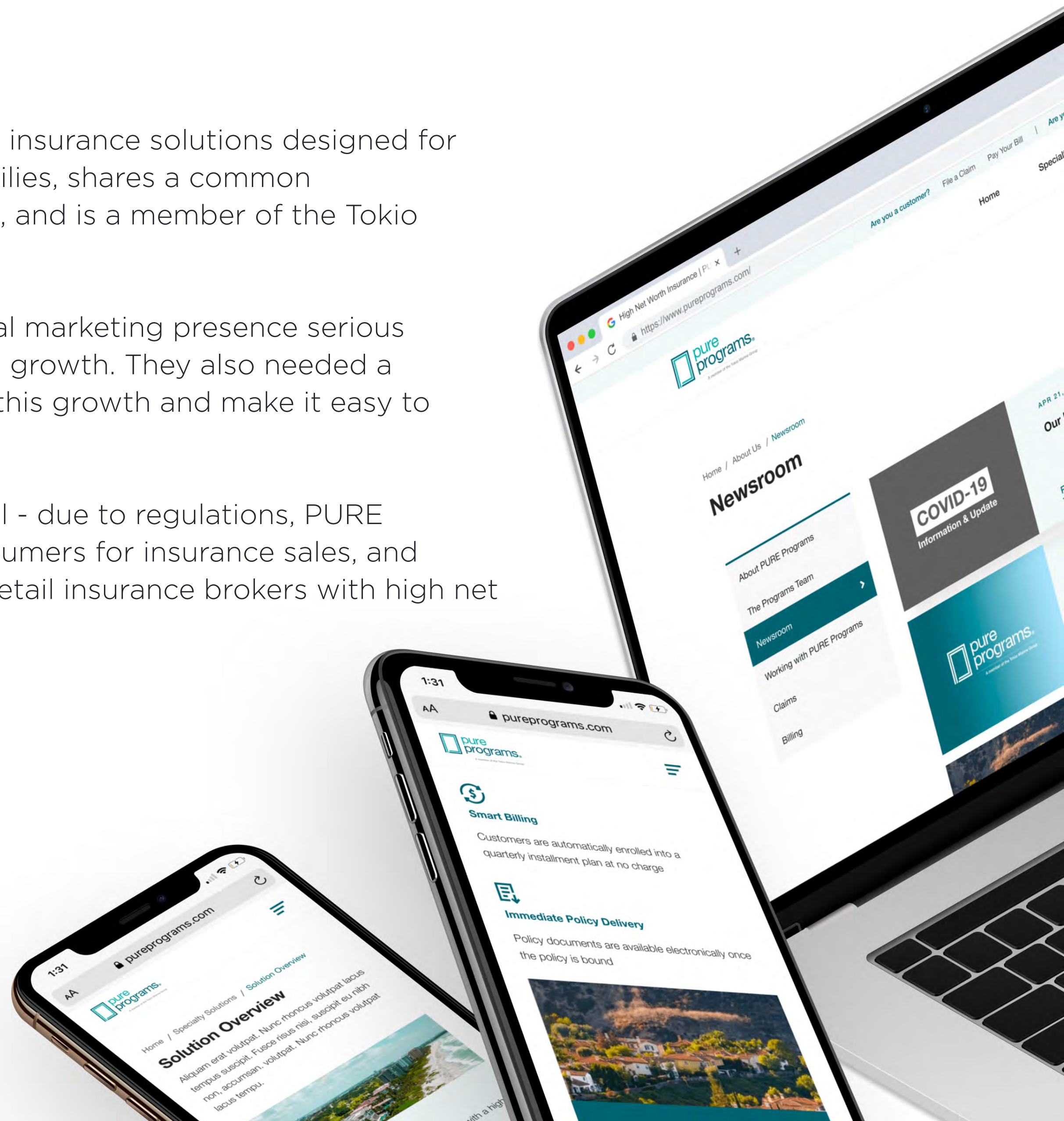
Background

The Challenge

PURE Programs provides specialty insurance solutions designed for high net worth individuals and families, shares a common management with PURE Insurance, and is a member of the Tokio Marine Group.

This brand was in search of a digital marketing presence serious enough to keep pace with its rapid growth. They also needed a dynamic CMS that would support this growth and make it easy to update content.

There was another important detail - due to regulations, PURE Programs couldn't target end consumers for insurance sales, and rather had to target independent retail insurance brokers with high net worth clients.

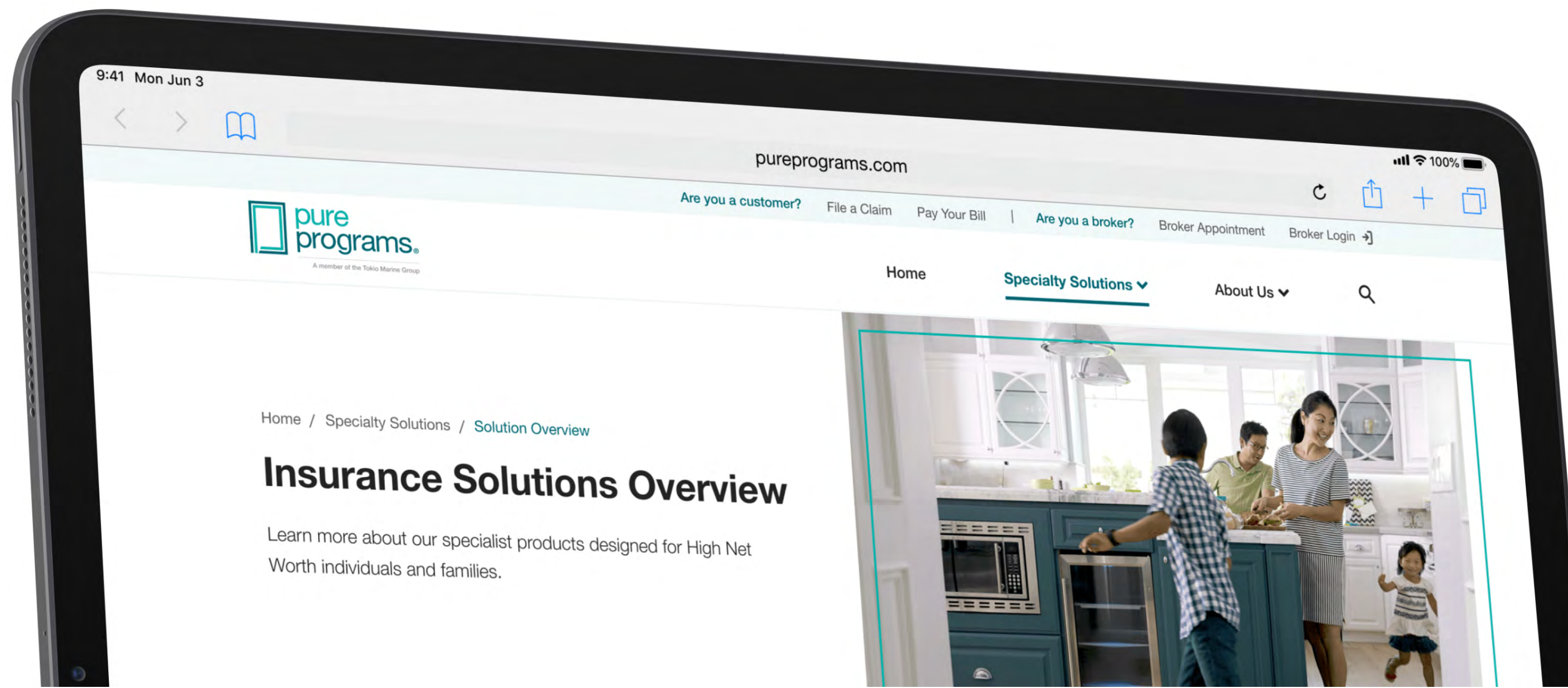
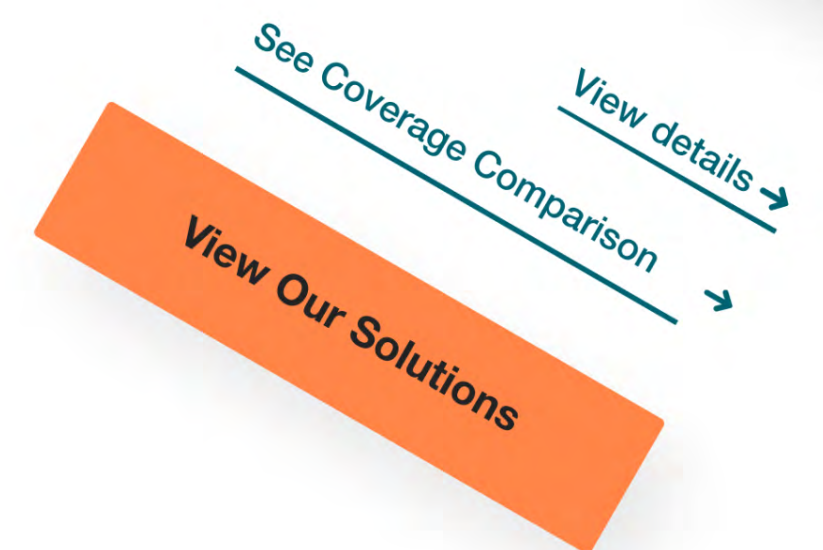


Background

The Goal

We began our work with a focus on increasing engagement with PURE Programs' appointed brokers, and attracting new brokers to apply for an appointment.

We set our sights on creating a digital experience that would not only enable PURE Programs to launch and market a range of new products more effectively, but also provide important information on billing and claims to customers in a compelling way.

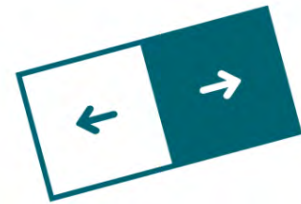


Solution

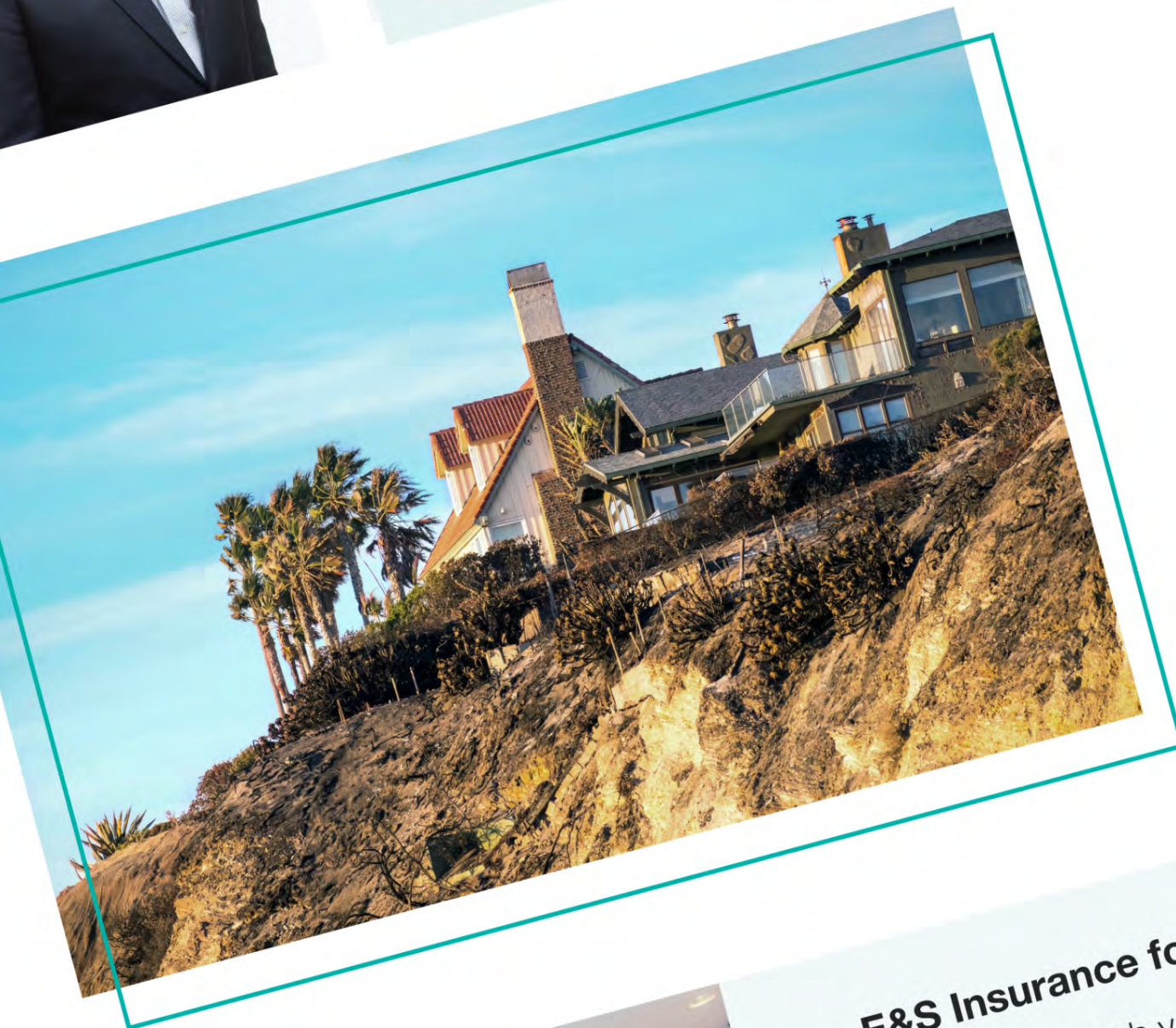
Applying Smart Processes

Our approach was shaped by a holistic cycle of services.

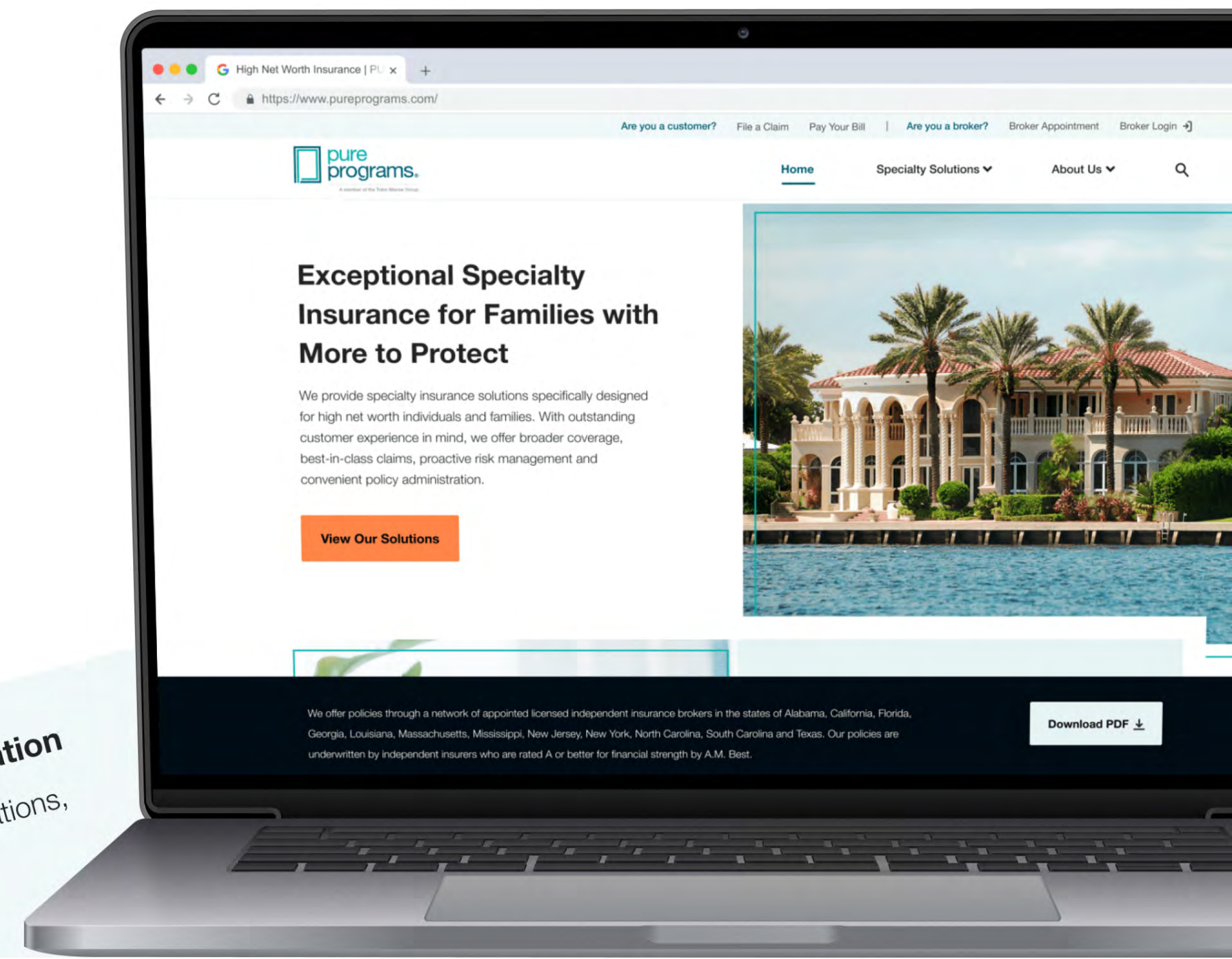
We built our strategy based on on-site stakeholder interviews and workshops, user interviews, and competitive market analysis. We transformed these insights into a plan of action spanning design, engineering, marketing, SEO, and product growth.



NOV 13, 2019
PURE Programs Launches
CA Wildfire Risk Program



E&S Insurance for Homes under Major Renovation
for high value homes undergoing major renovations,

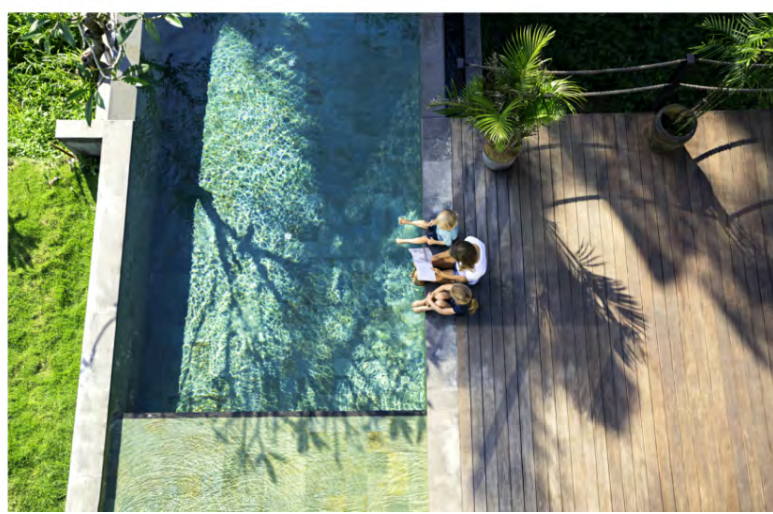
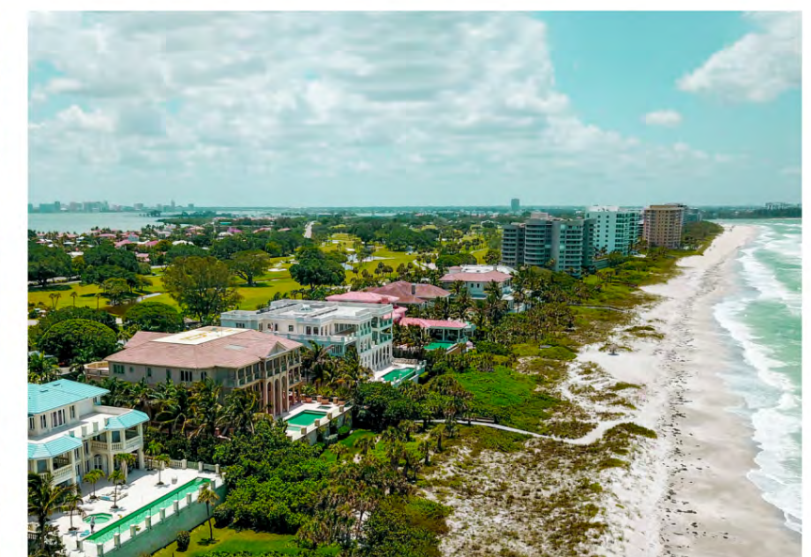


Solution

Differentiating the Brand

PURE Programs shares a common management with PURE Insurance, and both serve high net worth individuals and families. However, PURE Programs provides specialized non-admitted insurance solutions.

The need to keep these two brands united while carefully differentiating each determined the creation of each branded asset. This balance guided the creation of a unique brand positioning, messaging, and tone of voice for PURE Programs. A new logo, color palette, typography, and design guide rounded out our work.







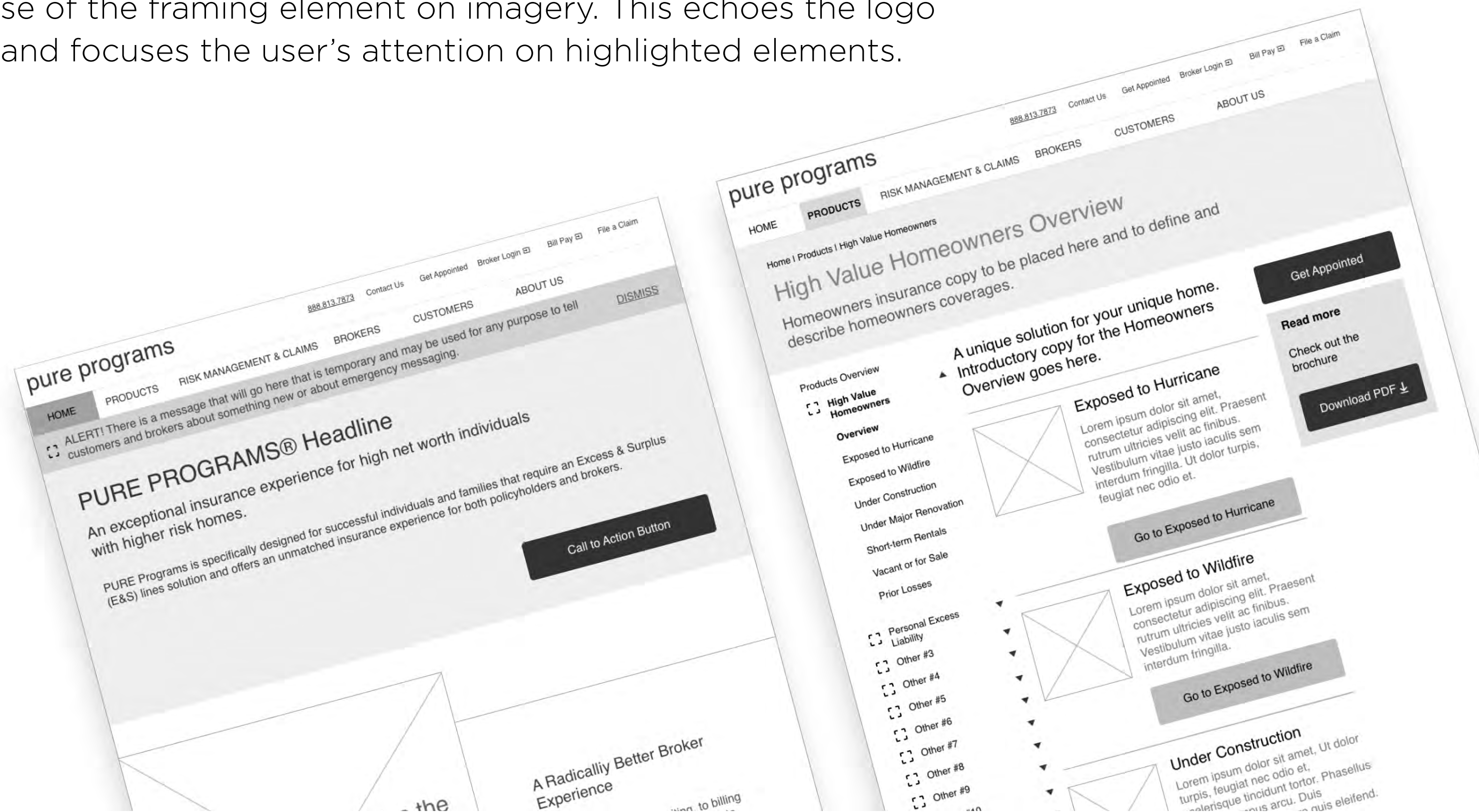
A member of the Tokio Marine Group

Solution

Designing the Journey

We began our UX phase with a selection of exploratory wireframe designs. Following validation from user research, we landed on a minimalist information infrastructure. This UX converged with our already defined visual identity to inform the creation of inviting and polished UI designs.

One example of the way these interlaced components come together is the use of the framing element on imagery. This echoes the logo design and focuses the user's attention on highlighted elements.



High Value Homeowners Overview

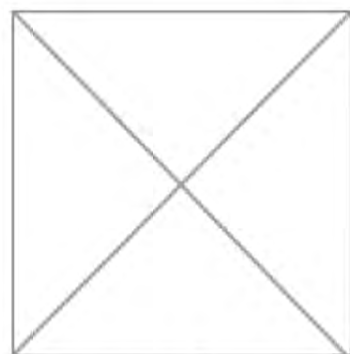
Homeowners copy to be placed here and to define and describe coverages

Choose Another Coverage ▼

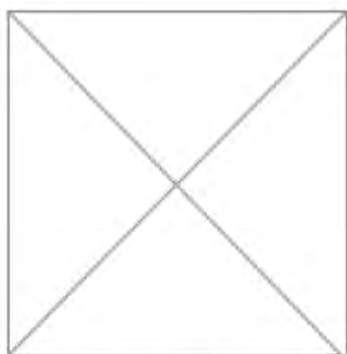
A unique solution for your unique home. Introductory copy for the Homeowners Overview goes here.

Get Appointed

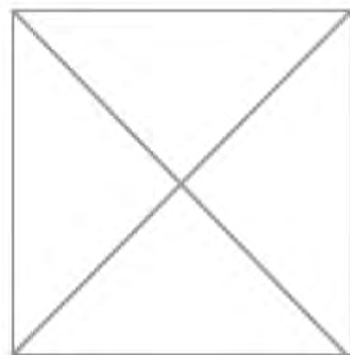
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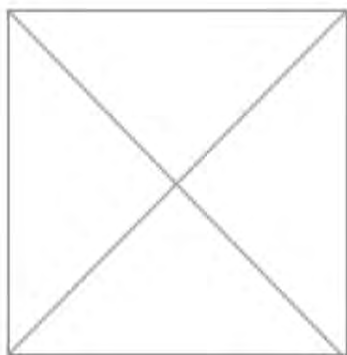
Exposed to Hurricane



Exposed to Wildfire



Under Construction



Under Major Renovation



An Unrivald Experience for High Net Worth Individuals

Hear from Our Customers



[Transcript +](#)

pure programs



⏏ ALERT! There is a message that will go here that is temporary and may be used for any purpose to tell customers and brokers about something new or about emergency messaging.

[DISMISS](#)

PURE PROGRAMS® Headline

An exceptional insurance experience for high net worth individuals with higher risk homes.

PURE Programs is specifically designed for successful individuals and families that require an Excess & Surplus (E&S) lines solution and offers an unmatched insurance experience for both policyholders and brokers.

pure programs



High Value Homeowners Overview

Homeowners copy to be placed here and to define and describe coverages

Choose Another Coverage ▼

A unique solution for your unique home. Introductory copy for the Homeowners Overview goes here.

Get Appointed

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Exposed to Hurricane

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Go to Exposed to Hurricane

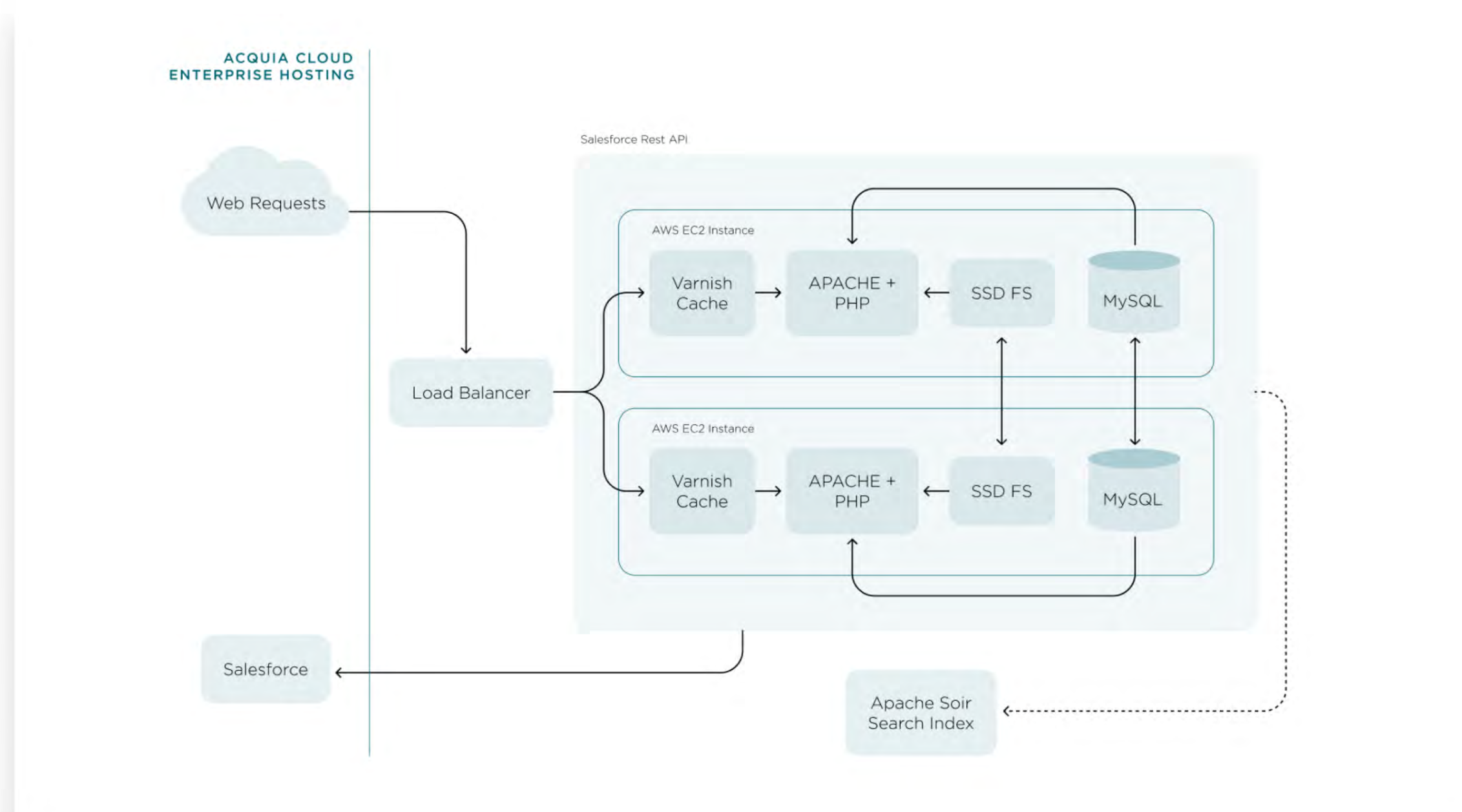


Exposed to Wildfire

Solution

Developing the Architecture

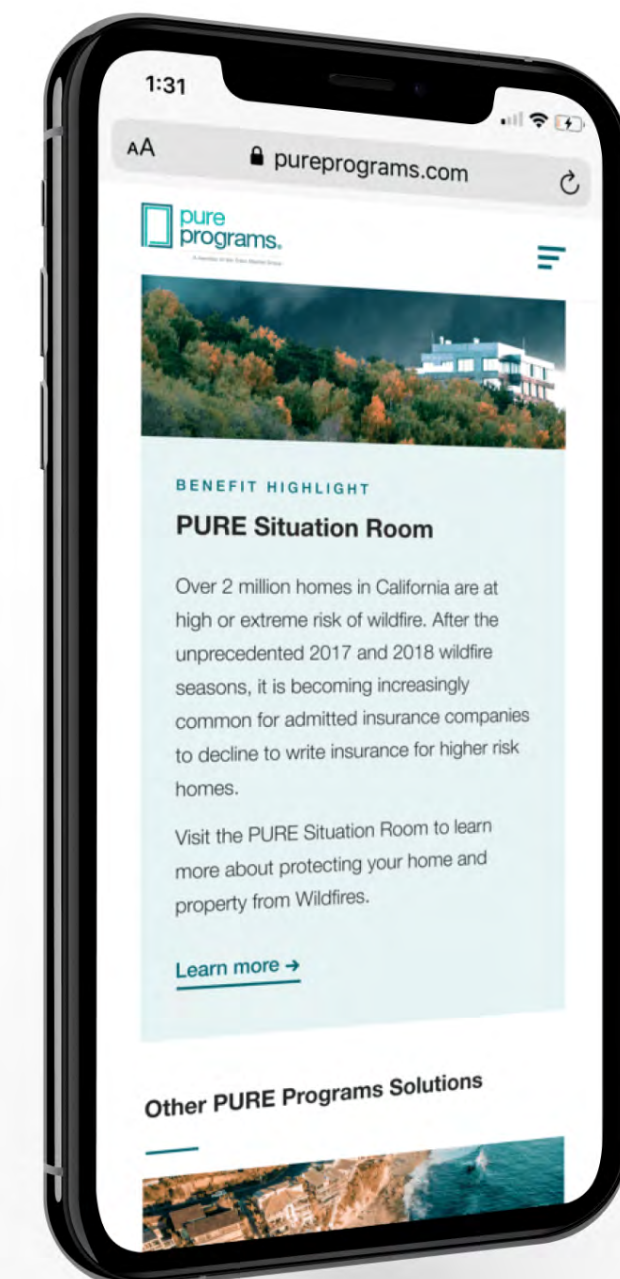
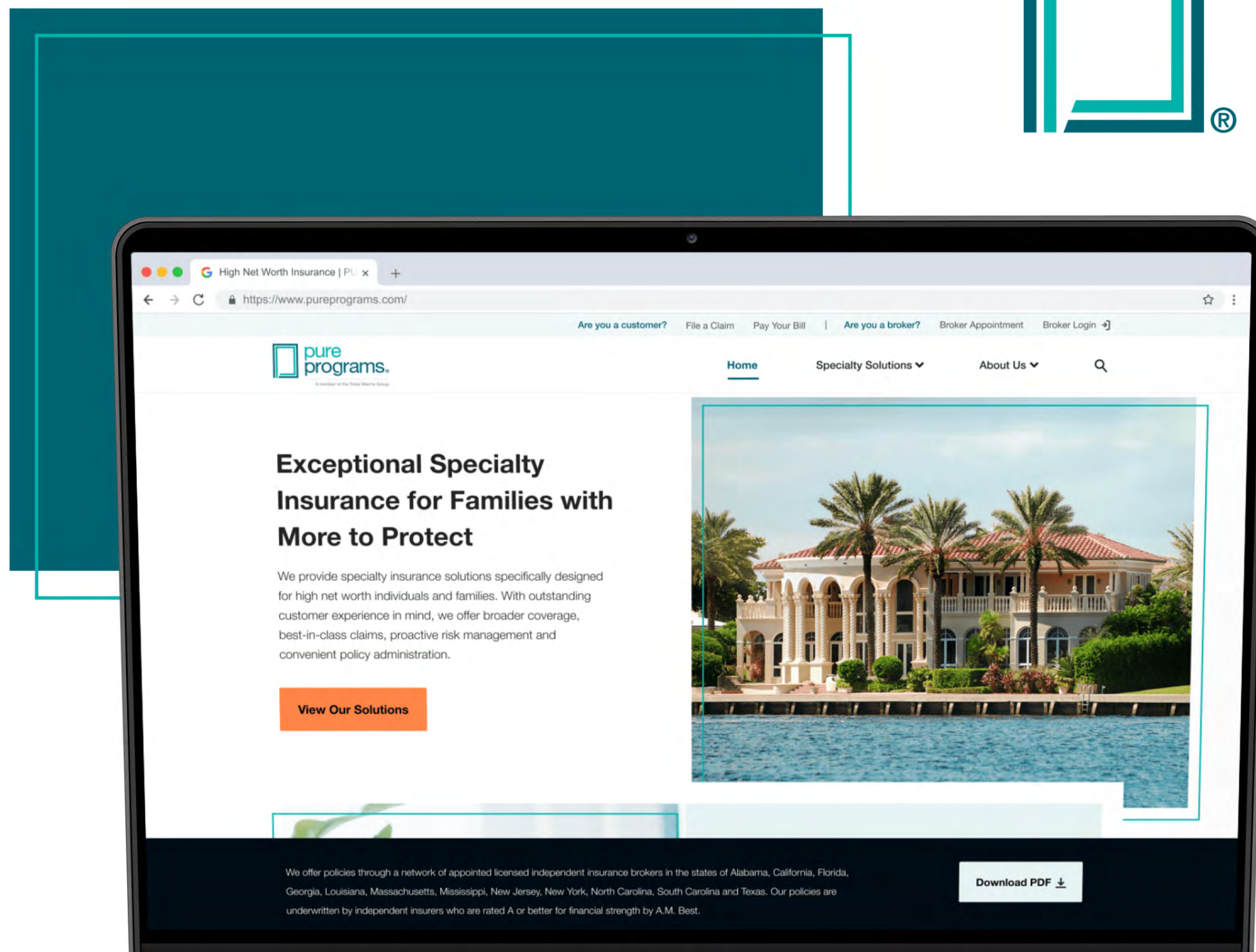
PURE Programs didn't just need a great website- they needed a digital product they could update and manage in-house. That's why we chose to build on Drupal 8, an open source CMS that is flexible, secure, and simple to maintain. It's also easily customizable, allowing us to bring this brand's premium feel to the forefront of the experience easily. Salesforce integration means that the PURE Programs team can follow up on leads quickly, and all content is hosted on the robust Acquia cloud.

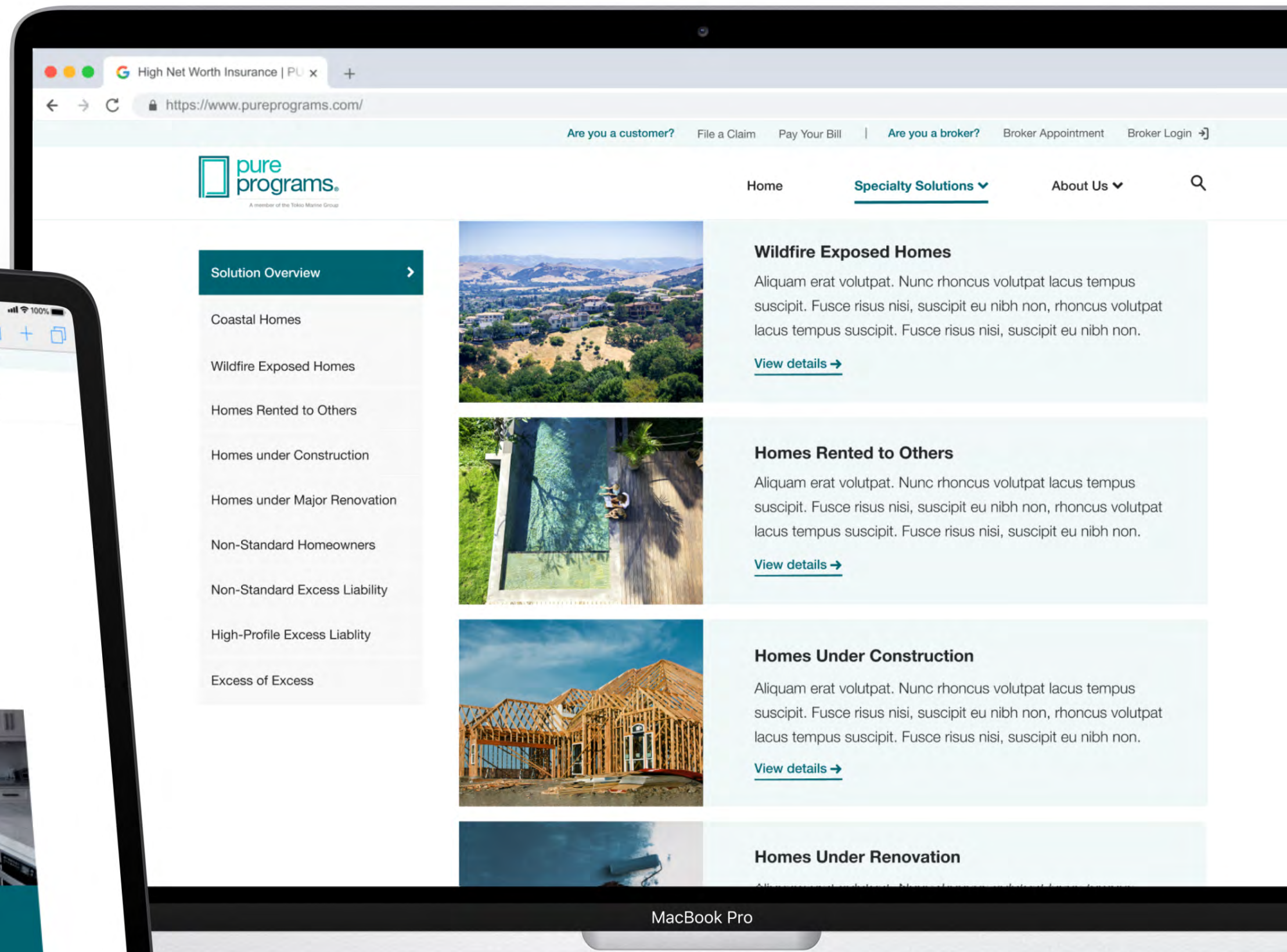
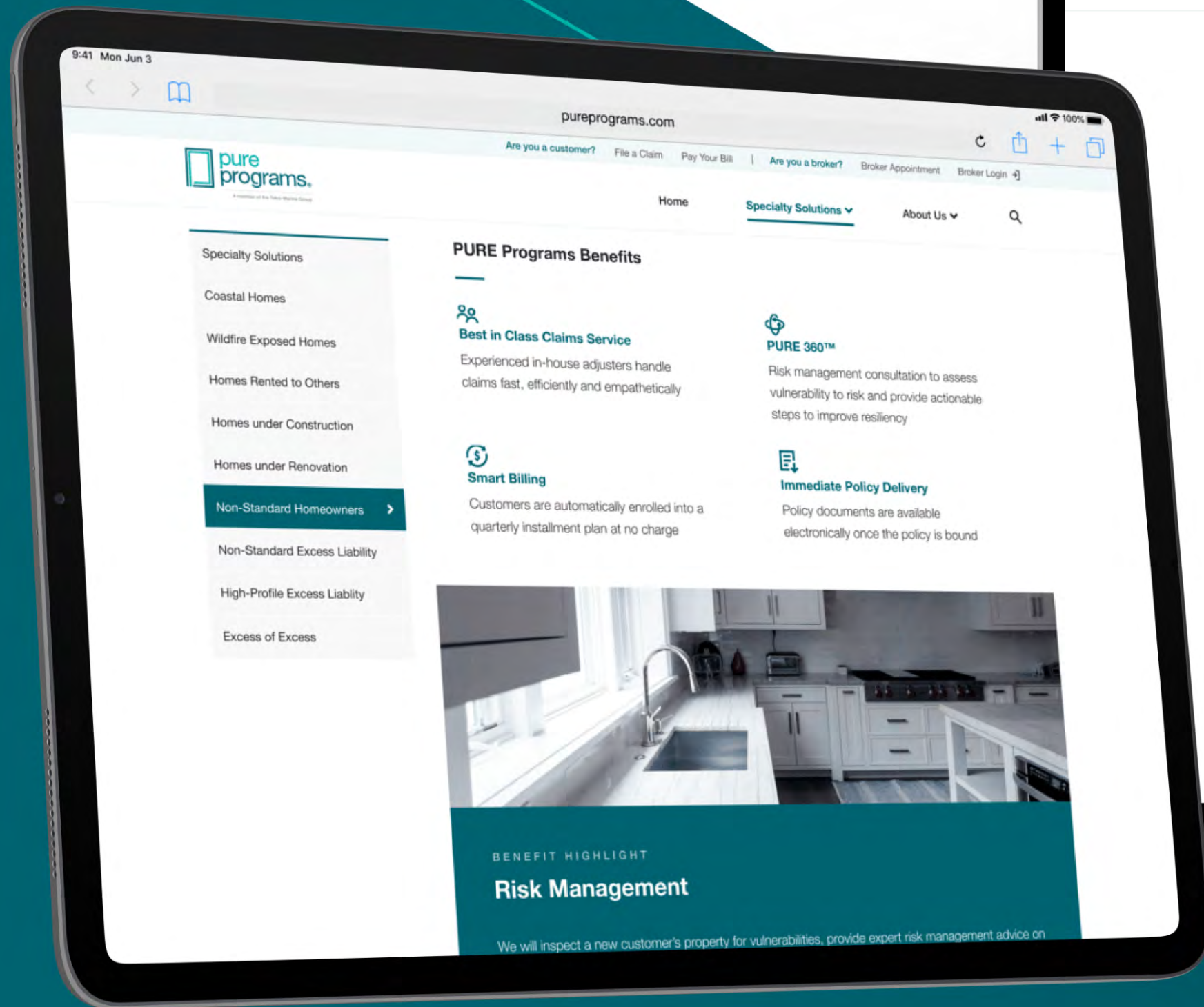


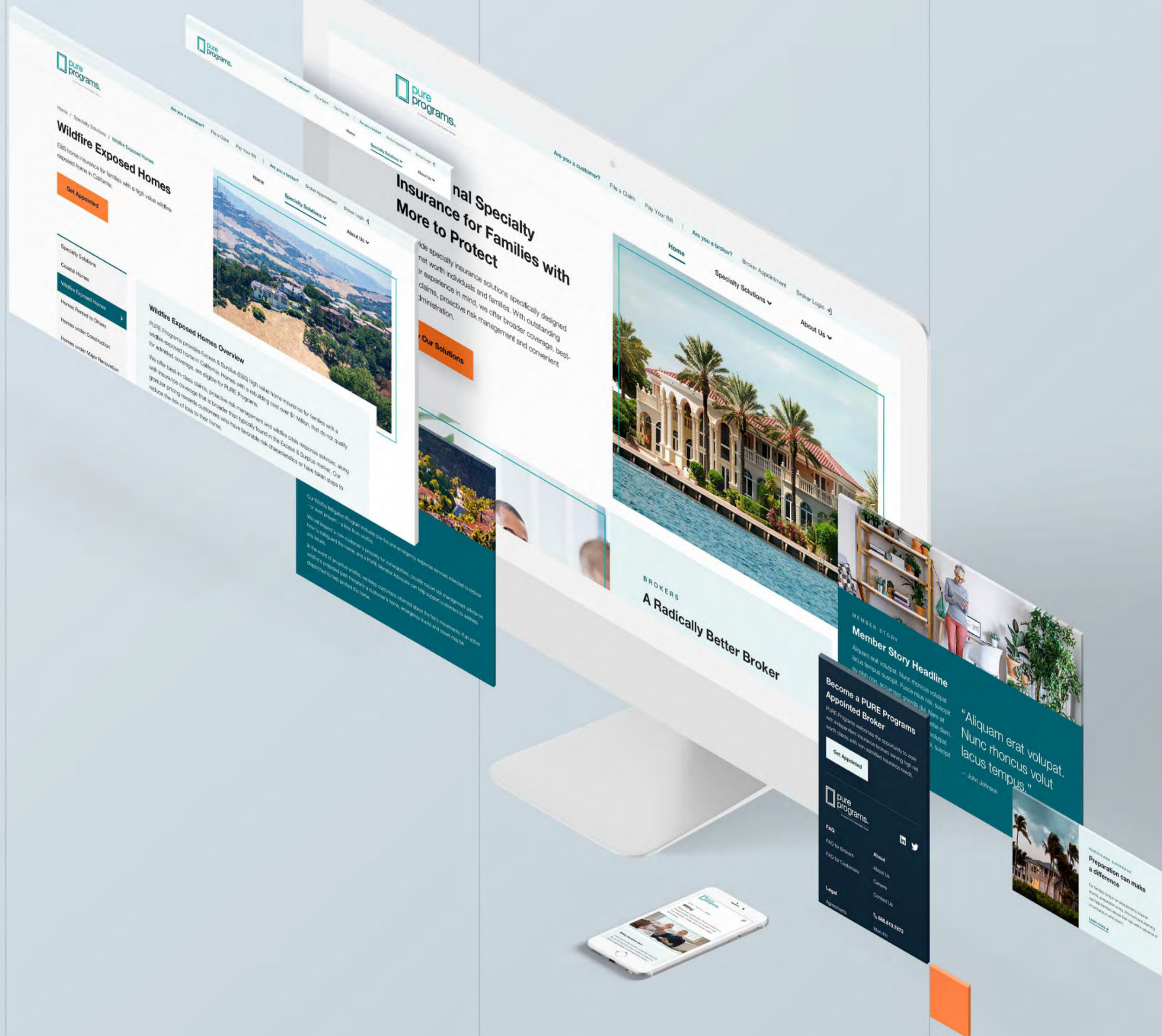
Solution

Delivering Long-Term Success

We launched the PURE Programs website alongside a solid SEO growth strategy and a roadmap for ongoing enhancements and delivery of features. In order to ensure maximum impact, we retained a cross-functional team, implemented weekly check-ins, and also developed a plan for quarterly business reviews.







Results

Within two months of launch, the new website saw a significant increase in traffic and performance:

827  %

Increase in page views

168  %

Increase in PDF downloads

10  %

Increase in average time on page

“Working with Apply has been a fantastic experience. We’re impressed at how easily everything came together, and of course, the quality of the new PURE Programs website.”

- Katie Bloom, Director, Marketing & Communications, PurePrograms