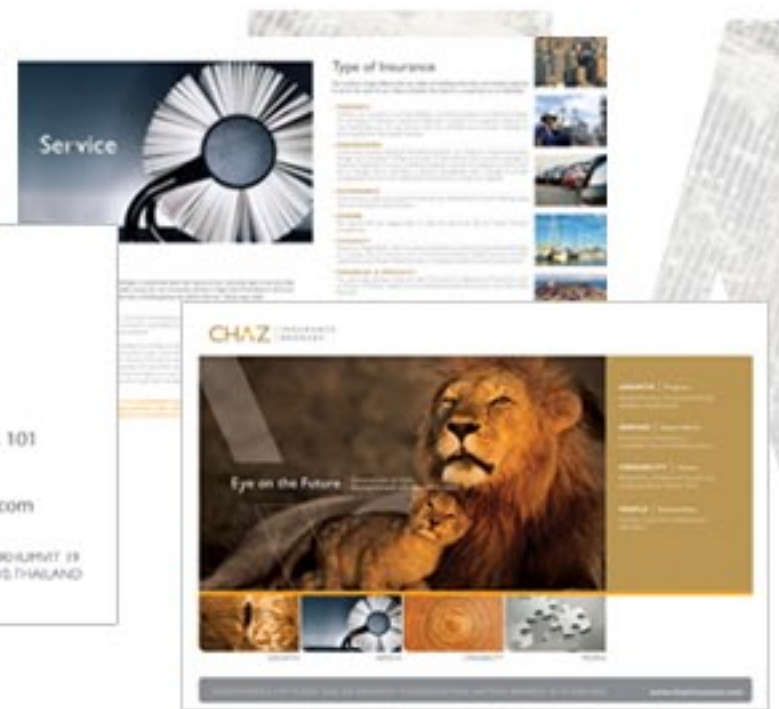


# Keen

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## CHAZ Insurance Brokers

Eye on the future. Adding a contemporary, global edge to a company formed by generations of local trust.



## Overview

Founded in 1966 in Bangkok, Chawla and Associates began as a family-owned insurance brokerage firm that primarily served the small fabric manufacturers within their community in Sampheng, Bangkok's wholesale textile market district. With a philosophy that emphasised professionalism and customer service, Chawla quickly formed a reputation for personalised and efficient business. Over the years, the company had built a fiercely loyal customer base, with client relationships that can sometimes be traced back through three generations.

Though well respected and trusted among a select audience, Chawla needed a new image in order to appeal to a wider client base and to facilitate continued expansion. They came to Keen in 2007, seeking a modernised and internationalised visual and corporate identity that would match the company's already forward-thinking mindset and business strategy, and serve as a strong platform for future growth.

## The Challenge

Chawla began as a family-run business with a limited scope; in its forty years of operation, it had expanded to become a major player in the Thai insurance market, serving customers across a variety of industries including agribusiness, construction, education, garments and apparel, media and publishing, property development, retail outlets, and more. Though innovative and dynamic in their strategy, their brand image was outdated, reflecting the company's humble family roots rather than their status as one of the top ten leading insurance brokers in Thailand. In order to contend with the top-tier insurance brokers against whom they were now competing, the logo, image and brand personality needed to be revitalised to better reflect the company's innovation, and modernised to broaden its appeal.

If the future was important to the principles of Chawla, the past was even more central. Forty years of reliability and stability, close-knit customer relationships built over generations, the confidence and trust of Chawla's clients: these features stood at the heart and soul of the brokerage firm. The company's new image had to embrace these links to the past and celebrate the firm's long standing reputation, even while carrying this history of trust bravely into the future.

## The Solution

In 2007, Chawla and Associates officially became CHAZ Insurance Brokers. A name that recalls the company's strong family roots, CHAZ adds new zest, youth and dynamism to the formerly staid corporate personality. Through Keen's rebranding process, CHAZ is able to appeal to a broader range of clientele from different geographic areas, as well as representing a wider range of industries.

Credibility. Service. Growth & Progress. People. After meeting with company managers, speaking with loyal clients and employees and analysing competitor branding strategies, these four traits emerged as the pillars of CHAZ's vision and their success. Keen used these company strengths as the basis for the re-envisioning of the corporate identity.

CHAZ's new signature: "Eye on the future: Generations of trust. Moving forward with a modern vision" stands on these pillars. It embraces the strong, 40-year history of the company, as well as looking towards the future and highlighting the visionary strategy that is currently propelling to company into greater markets. Keen's positioning presents CHAZ as a strong and innovative family business: not afraid to grow and face new challenges but never forgetting where they came from.

Keen applied this brand culture to the CHAZ visual identity, creating a bold new logo that encapsulates the strength and integrity of the brand. Keen also distilled the brand vision into the company's marketing collateral, including corporate profile and stationery, as well as a new enhanced CHAZ website, completely customised through a tailor-made content management system. As CHAZ Insurance Brokers expands in Thailand and moves into the emerging markets of South East Asia, it carries a reputation and an identity that it can bear proudly in the face of competitors while remaining tied to the strong family relationships forged at the beginning of its history.

KEEN MEDIA (THAILAND) CO., LTD.

22nd FLOOR, OCEAN TOWER II, 75/40-42 SUKHUMVIT 19 BANGKOK 10110, THAILAND

TEL +66 2260 9494 FAX +66 26617970 info@keen-media.com