

## Asia Capital Reinsurance



Asia Capital Reinsurance Group (ACR) is the world's first independent reinsurance group located in, and focused exclusively on, the Pan-Asian region. Established in Singapore in November 2006, the company received and "A- (Excellent)" rating from A.M. Best at Inception, and later an "A-" credit rating from Standard & Poor's in November 2008. Their shareholders are primarily major global institutions including Khazanah Nasional Berhad, the national investment arm of the Government of Malaysia.

### discover

The issue – Here was an opportunity to create a brand that challenges the status quo and competes with the entrenched, primarily European, market leaders. We wanted the brand to truly reflect the unique vision and dynamism of ACR yet communicate the stability and stature of the reinsurance industry.

### develop

Our solution – Through our extensive research with the broad stakeholder groups, we positioned the company as an Asian champion - "In Asia, For Asia" - amidst growing Asian companies and economies. We developed a brand architecture to accommodate ACR's interests in Asia and the Middle East then built an identity system across multiple touch-points to convey their stature and stability.

### deliver

Sustainable impact – Since we began work with ACR in 2007, total assets grew from US\$980m to US\$1,514m in 2009/ 2010, with gross underwriting premium growing from US\$342m to US\$515m. In December 2010 Standard & Poor's reaffirmed ACR's rating as "A- (Strong)" while AM Best reaffirmed their rating as "A- (Excellent)" confirming the extraordinary development trajectory of this young business.



Asia  
Capital  
Reinsurance  
Group