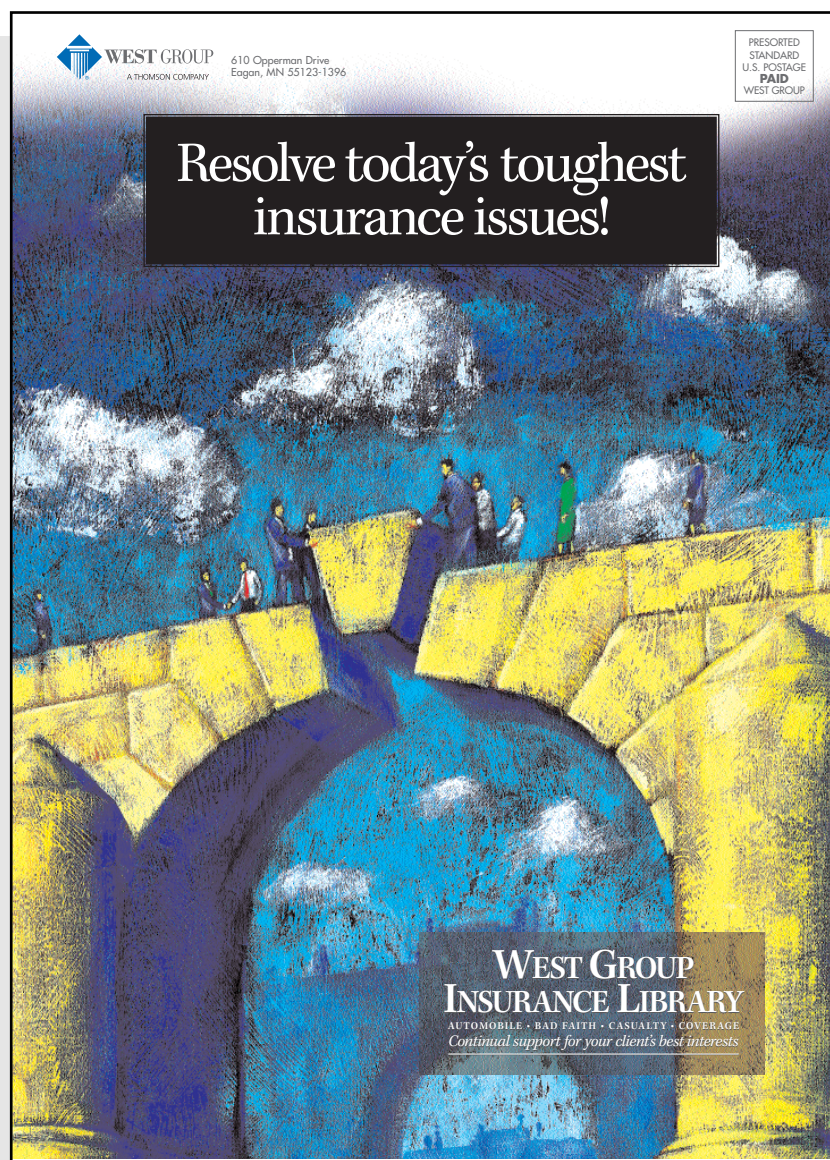


## • Market Situation

West Group provides strategic and procedural resources as well as case law for law firms and corporate counsel working in the insurance industry. The initial market consisted of subscribers to current West Group Insurance titles with a desire to expand into the ancillary areas of Real Property, Criminal Investigations, Family and Corporate law. The strategy was to highlight the Insurance law titles as a complete unit for referencing and practicing in this area of the law. The objective was to show, for the very first time, the entire line of Insurance law titles and how they work together.

## Creative Executions

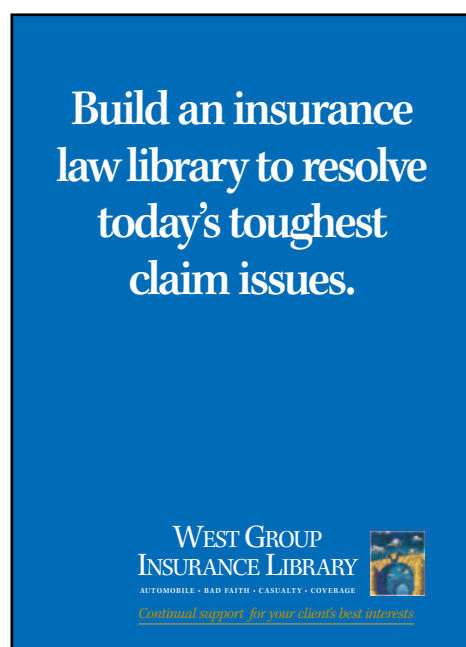


## • Rationale

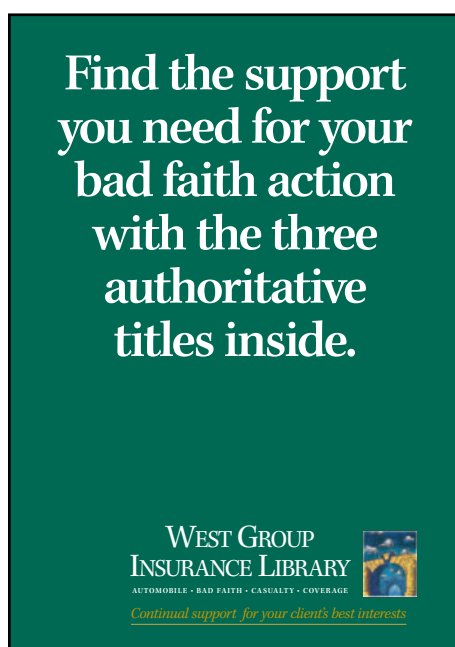
West Group Insurance products provide the knowledge, clarity, things to avoid and options that allow a lawyer to act in the best interests of their client at any point of a dispute. The image direction was intended to convey the sense that we know that most insurance disputes are resolved by a meeting of the minds.

## • Themeline

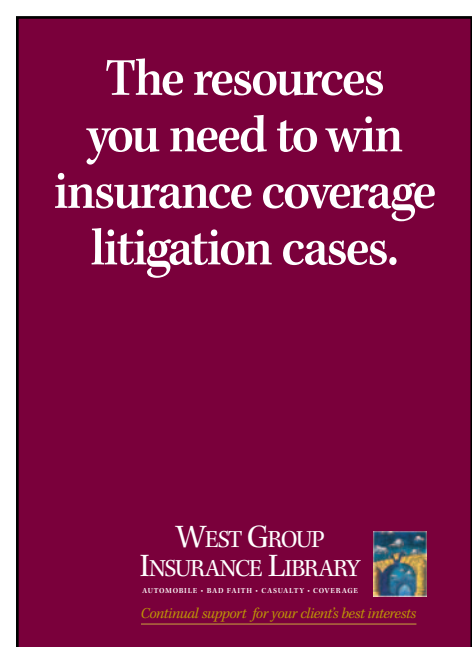
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This self-mailer was the first to mail after the overall catalog was introduced and addressed the area of claims and coverage.



This self-mailer was the second in the series and addressed the area of bad-faith actions.



This self-mailer extended the insurance line into the area of insurance litigation.