

Advertisers Wrap Program

In an industry that is fast paced, increasingly high-tech and high-risk, companies with commercial advertising requirements need an insurance provider that genuinely understands their business.

CHUBB®



Chubb's Advertisers Wrap Program enables clients to take control of their insurance protection. It offers a transparent and enhanced solution as well as potentially saving money on third party premiums.

Cover is fully flexible and protects the clients activities from start to finish on an annual basis for all advertising production exposures.

Why do your clients need an Advertisers Wrap Program?

- Relying on suppliers' insurance arrangements isn't necessarily the most cost effective way of using advertising spend and buying power
- Producers of commercials are working to contracts approved by the Advertising Producers' Association and the Institute of Practitioners in Advertising and need cover from the exposures which result
- Every production is different, so it's important insurance is not a 'one size fits all' solution
- Timings for commercial production is often down to the wire and any delays can result in hefty expenses
- Equipment and key personnel are expensive assets and need to be protected should theft, damage, illness or injury occur

Policy offering

- Broader and consistent coverage across all suppliers and projects
- Market tested pricing
- Continuity of claims control
- A comprehensive policy providing cover from start to finish; from preproduction through filming, until completion of post production
- Business Interruption: Cast, Production Media, Extra Expense and Increased Cost of Working
- Property (including theft, accidental damage and breakdown of equipment)
- Third Party Property Damage
- Employers and Public liability

Limits

Policy limits are tailored for each client

Appetite

We like to insure:

- Companies with commercial advertising needs

We are cautious of:

- Filming activities in hostile environments or where the FCO advise against travel to
- Filming activities in any territory that trade or economic sanctions or other laws or regulations prohibit Chubb or it's parent from providing insurance

Key selling points

Cover/Service	Benefit
Specialist Film/TV underwriters	Chubb's dedicated and knowledgeable event underwriters have the necessary authority to make quick decisions.
Tailored policy	No campaign, client's needs are the same: the same goes for a Chubb policy. Chubb's years of expertise allow us to tailor cover to suit the precise needs of each client.
Fewer exclusions, broader cover	The policy is up to date, addressing advancements in digital media. Broader cover than many competitors with fewer exclusions. Recent enhancements include: <ul style="list-style-type: none"> • A completely new section of cover incorporating new camera technology that replaces Negative/FSCP • One Property cover section which includes continuing hire charges for Equipment, so in the event of a claim involving repair and loss of hire costs, only one deductible applies • Automatic cover for antiques, objects of art, animal mortality and visitors personal property
Payment options	Deposit premiums and instalment options can be offered on annual policies to assist with cash flow, freeing up clients to continue focusing on the production at hand.
Fast claims settlement	Our aims are to respond meaningfully to any claim within 24 hours of being notified of the loss and, once settlement is agreed, to pay the claim within 48 hours.

Case studies

Case background	The Chubb advantage
A lead actress sustained ankle injuries as a direct result of physical training she was undertaking to perform her role. Principal photography was interrupted for a number of weeks whilst she recovered enough to complete the majority of missing scenes.	Chubb paid the incurred costs for the rescheduling of missing scenes and other expenses incurred by the production as they tried to work around her injuries which persisted throughout - including script re-writes and physiotherapist costs.
A production were filming on location in Botswana. Whilst a group of monkeys were swinging in the trees above the filming equipment, a branch broke and monkey fell onto a camera beneath, severely damaging it.	Chubb paid for the cost of repair to the camera and also for the extra expenses arising from the delay caused to the filming schedule as a result of the time it took to deliver the replacement camera to the remote filming location.
A product to be featured in an advertising campaign was delayed in transit from China due to a fire on the ship that was transporting it.	The product wasn't damaged, but it was delayed in arriving on set by a number of days. The production had to re-schedule filming and Chubb paid the costs associated with this.
A commercial was being filmed at night in the Mojave desert, North America. When the lights were turned on for filming, swarms of insects were attracted to them interrupting the shoot by a couple of days.	Unusual weather conditions in the form of a second rain season had caused a second breeding season. Chubb agreed these were exceptional circumstances and the claim was settled under the Extra Expense section.

Why choose Chubb?

Company and Lloyd's capacity.

The ability to offer capacity both through a Company market and Chubb Lloyd's Syndicate.

Expertise. Chubb has more than 25 years' experience in event cancellation insurance.

Loss control. Chubb's loss control specialists have in-depth knowledge of the events industry and the risks involved.

Award winning claims service.

Chubb's claim service is consistently acknowledged as one of the best.

Strong Financial Ratings. This indicates Chubb's financial strength and long-term ability to pay claims.

Also available

Chubb's other specialist policies include offerings for:

- Advertising Agents and Photographers
- Commercial Producers
- Media Production (Film and Television)
- Event Cancellation
- eMedia E&O
- Group Travel and Accident

Contact us

For more information or to obtain a quote please call your local underwriting or sales contact.

<https://www2.chubb.com/uk-en/business/entertainment-events.aspx>



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