2027 MARKETING PRIORITY MAP

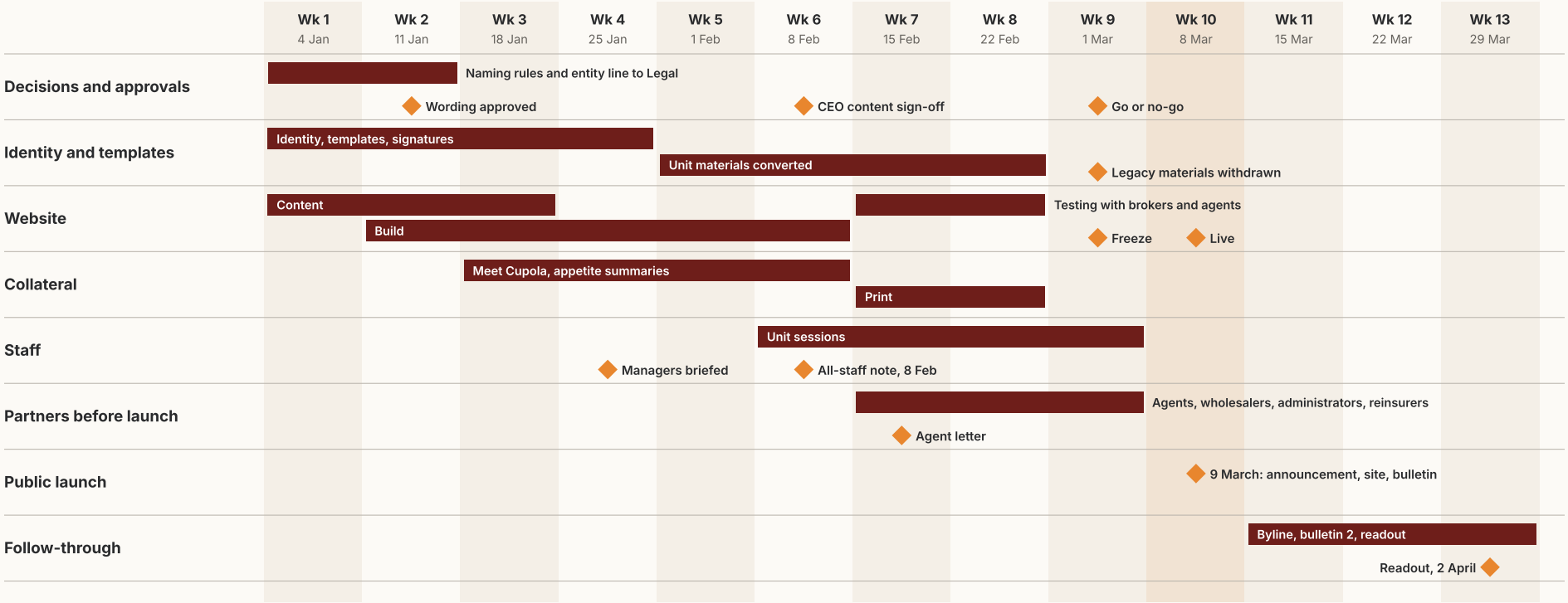
Seven priorities, in the order the business needs them.

PRIORITY	Q1	Q2	Q3	Q4	WHAT WE TRACK	OWNER
1. One Cupola Name, identity and wording	**9 March launch.** Identity, entity line and templates in use.	Legacy materials withdrawn in all three units.	Brand check with each unit head.	Year-one review of every live piece.	Share of live materials on the new standard	Marketing. Legal approves wording.
2. Appetite and access The website as front door	**New site live.** Appetite finder, unit pages, program intake.	Underwriter directory. Submission checklists by class.	Finder updated after the mid-year appetite review.	Agent and policyholder pages rebuilt.	Finder searches by class. Submissions reaching the right unit first time.	Marketing with each unit head
3. Wholesale brokers Specialty Casualty	Launch bulletin. Briefings for appointed wholesalers.	Quarterly appetite bulletin begins. Two regional broker visits.	Presence through the autumn wholesale conference season.	Year-end appetite update.	Share of submissions inside appetite, as reported by underwriting	Marketing with Specialty Casualty
4. Program administrators Programs	Program Partners page and intake live.	Update to the five administrators. Prospect list agreed with Programs.	Program conference presence. Two bylines on delegated authority.	Review of every inquiry with the Programs unit.	Inquiries that pass the Programs unit's first screen	Marketing with Programs
5. Agents and policyholders Workers' Compensation	Agent letter and questions page a week before launch. Login unchanged.	Agents' Conference under the new name.	Safety library moved to the new site.	Agent survey on the change.	Agent questions logged and closed. Survey responses.	Marketing with Workers' Compensation
6. Voice and people Trade press, LinkedIn, recruiting	CEO byline. Staff launch. LinkedIn relaunched.	Underwriter profiles. Careers page rewritten.	Second byline. Speaking slots.	Year in review.	Bylines and coverage placed. Applications for specialty roles, as reported by HR.	Marketing with the CEO and HR
7. The marketing function Plan, budget, measures	Marketing lead reports to the CEO. One calendar, one budget.	Measures reviewed monthly with unit heads.	Mid-year review of the plan.	2028 plan to the board.	Plan delivered on time and within budget	CEO

Measures describe what will be counted, not targets. Targets are set with each unit head once a first quarter of data exists. Appetite, underwriting response times and program decisions belong to underwriting. Marketing reports them and does not set them.

90-DAY ROADMAP

From board approval to public launch on 9 March 2027.



Three gates

Week 2: Legal approves the entity line, rating statement and naming rules. Week 6: the CEO signs off all launch content. Week 9: go or no-go, decided by the executive team.

Order of telling

Managers, then all staff, then agents, then appointed wholesalers and program administrators, then reinsurers and the rating analyst through Finance. The public hears last.

What could move the date

Late approval of wording, or testing that shows agents cannot find their login. Either one moves the launch by a full week. Nothing launches part-finished.