

# WHY INSIGHT?



# AGENCY HISTORY & EXPERIENCE

## Overview:

Insight is now over 20 years old - set up in 2000 to fill the need for a straightforward, direct, efficient, full service advertising & design agency.

**“BIG ENOUGH TO COPE WITH WORLDWIDE REQUIREMENTS...  
SMALL ENOUGH TO BE COST-EFFECTIVE...”**

We have a “Can Do” approach and have proven ability, personnel & standards to compete against larger “Big Name” agencies, without you getting lost in the mix & the associated price tag.

At Insight, the answer is not always “Yes...” We will tell you what we think, not just what you want to hear.

We pride ourselves on a flexible approach. You can take as much of the “full service” as you see fit, we do not dictate it as such. We are happy to work as an extension of the Marketing Department as required.

Clients range from local Charities (pro bono) to Fortune 500 companies.

## Company Information:

Insight Visual Communications Ltd. Broadway House, 1 Crow Lane, Pembroke HM 19  
(441) 704 3327 • [info@insight.bm](mailto:info@insight.bm) • [www.insight.bm](http://www.insight.bm)

## Key Contacts:

Hugh Murray-Mason



## A Full Service Advertising & Design Agency:

### Brand Strategy & Planning

- Brand Consultation & Development
- Naming & Positioning
- Visual Identity Systems
- Communication Planning

### Design

- Logo / Corporate Identity
- Annual / Financial Reports
- Brand & Identity Guidelines
- Corporate Stationery
- Brochures, Signage, Collateral

### Advertising

- Newspaper & Periodicals
- Online
- TV, Radio, Cinema
- Direct Mail & Sales Promotion

### Multimedia

- Internet / Intranet Design & Production
- Flash Production
- Social Media
- TV & Video Production

### Media Planning & Buying

- Strategic Development & Planning
- Media / Print buying (negotiation)
- Execution of media plans

### Promotions

- Promotional Items
- Product / Service Launches
- Exhibition Design

### PR

- Press Releases
- Public Relations Strategy
- Corporate Communications
- Copywriting

### Research

- Market Research & Analysis  
(Through cost competitive 3rd party)

# OUR PEOPLE

## Key Personnel

### HUGH MURRAY-MASON - Art Director

Accounts worked on include: Argus, Cable & Wireless, CellularOne, Hiscox, Quantum, Atree Group, XL Capital Ltd, Bermuda Commercial Bank, ISIS Group, Allied World, Commercial Risk Reinsurance Ltd, ACE Group, Swiss Fund Service, BUEI, Selfridges, Wallis, Freemans, British Telecom, Adams Childrenswear, Philips, Barclays

Awards: BIMA Gold for Multimedia, EMMA Gold for Multimedia, Exhibited at D&AD festival of excellence  
Best Graphic Designer (Bermudian Business '06)  
Best Web Designer (P&S Awards '14)

### DAVID TAYLOR - Designer

Accounts worked on include: Oil Insurance Ltd, MRM, Commercial Risk Reinsurance Ltd, Ocean Marine Insurance, Development Bank of Singapore, House of Frazer.

Insight also has [an experienced network](#) of Printers in Canada, US & Europe, Financial Writers, Translators, Product Suppliers, Programmers and Researchers who we call on should a project require.

Affiliates in London & Dublin.

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# MORE SAMPLES

