



The Story:

PR & Thought Leadership

ARAG legal insurance gives people and their family's confidence and protection to handle life's legal issues. Founded in Germany 80 years ago, today ARAG is a global provider of legal insurance operating in 17 countries with a nearly \$2 billion worldwide premium base.

For its US marketing team, one key strategy was to raise visibility and increase awareness with select B2B audiences and consumers through thought leadership and influencer marketing programs.



ComBlu Deliverables

- Used social and digital listening to identify key topics and aligned influencers
- Developed media plans and custom pitch materials for a variety of topics for multiple segments (e.g., HR/employee benefits, legal, consumers)
- Conducted media outreach and built relationships with target editors and reporters for print/online, blogs, podcasts, and blogs.
- Developed plan to establish and nurture relationships with select industry influencers as part of its content strategy
- Supported product launches with media and content strategy
- Developed, showcase bench strength, build credibility and facilitate content amplification
- Ongoing media monitoring to guide how to evolve story platforms



Impact

- Created expert content and became regular contributors for several industry blogs and pubs and top B2B trades
- Building a consistent presence in key media, and generated 3 million article impressions in a year
- Established new relationships with key influencers
- Increased the social profiles and industry reputations of employees
- Secured inclusion at exclusive industry events (participation and speaking roles)