In today’s business environment, a strong, positive reputation is vital to maintaining stakeholder trust and confidence and directly impacts a company’s bottom line. ReputationGuard® provides an innovative insurance solution designed to assist policyholders with managing reputation threats. The combination of AIG’s global presence, access to world-class communications experts, and broad coverage to mitigate the impact of negative publicity helps policyholders protect some of their most valuable assets: their reputation and brand value.

**Threat Mitigation and Event Response**

Whether the release of potentially damaging information is anticipated or adverse publicity has already transpired, ReputationGuard provides coverage for crisis communication costs to manage the incident.

**Reputation Threat**

- Access our panel at the first identification of a threat
- The process begins when a policyholder retains any firm from our pre-approved panel of communications experts¹
- Expert advice to develop a strategy and manage the disclosure of potentially damaging information before it becomes public
- Executive guidance, including media training and crisis simulations

**Reputation Attack²**

- Cost of communications to respond to negative publicity, including television, print, and online advertising
- Social media campaign to redirect or counter viral media attention
- Costs associated with monitoring brand image and public perception of the company at risk

¹ A self-insured retention will apply.
² As recommended by panel experts.
World-Class Communications Experts

Policyholders have access to our panel of world-renowned public relations experts and their affiliates. We have carefully selected these firms to provide policyholders with unparalleled experience and expertise in managing issues and crises — from preemptive communications to programs that help restore corporate reputation after an incident. Services from these firms may include:

• Two-hour free crisis preparedness and planning assessment session
• Reputation management plans and world-class crisis response manuals
• Around-the-clock rapid response teams
• Crisis response training and simulations
• Media coaching
• Social media management/online monitoring
• Third-party ally development
• Online reputation management
• Post-crisis reputation recovery
• Access to proprietary global research data
• Access to analytic tools to track critical developments for the issues that matter most
• Counsel from top crisis communications and issues management personnel
• Discounted pricing for additional services and public relations offerings

Income Loss Protection

Coverage can be extended to include income loss resulting from an attack on an insured’s reputation, providing a full spectrum of coverage and support. Limits up to $5 million may be available.

Contact

For more information, please contact your local Financial Lines underwriter or Distribution partner, or email financiallines@aig.com.