ReputationGuard®

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® is designed to protect a company’s reputation and brand value by providing an innovative insurance solution 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 their most valuable asset, their reputation.

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.

Proactive Protection

- Access our panel at the first identification of a threat
- Coverage starts when a policyholder hires any of our expert communications firms
- 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

Reactive Response

As recommended by panel experts:

- 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.
ReputationGuard®

World Class Communications Experts

Policymakers will gain access to a panel of world-renowned public relations experts and their affiliates:

LEVICK: LEVICK is one of the world’s most experienced global communications firms, standing alone as a specialist in managing issues and crises at the highest levels for companies and institutions of all sizes. LEVICK professionals have successfully spearheaded crisis communications for clients facing the most intensely scrutinized events of our time, including: the Gulf oil spill; the Wall Street financial crisis; the largest data breach in U.S. history; the Catholic Church crisis; hundreds of food and consumer-product recalls; and scores of cyber security attacks. LEVICK wins for their clients in the U.S. and around the globe.

Porter Novelli: Porter Novelli’s Real-Time Reputation Specialty is an end-to-end offering that includes everything from preemptive communications to programs that help restore corporate reputation after an incident. Its team of specialists in corporate communications and social media work with senior corporate and public affairs communicators to plan for adverse events and move rapidly—within minutes—to manage these events both online and off, employing both conventional and digital means to mitigate possible damage to corporate reputation.

Value-Added Benefits

LEVICK
- Two-hour free crisis preparedness and planning assessment
- Discounted rates
- Reputation management plans and world class crisis response manuals
- Around-the-clock rapid response teams
- Crisis response training and simulations

Porter Novelli
- Two-hour free assessment and consultation of the organization’s crisis preparedness
- Discounted pricing for Porter Novelli’s Real Time Reputation Management services and its full suite of public relations offerings
- Global access to Porter Novelli’s proprietary research data
- Access to Porter Novelli Radar and other proprietary analytic tools to track critical developments for the issues that matter most to you
- Counsel from Porter Novelli’s top crisis communications and issues management personnel

To learn more about ReputationGuard:

Email
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Visit:
www.aig.com/us/ReputationGuard

Contact:
Your insurance broker

American International Group, Inc. (AIG) is a leading international insurance organization serving customers in more than 130 countries. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

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About Porter Novelli: A global public relations leader, Porter Novelli was founded in 1972 and is a part of Omnicom Group Inc. (NYSE: OMC). In 90 offices in nearly 60 countries, Porter Novelli combines the power of immersion with the rigor of research to create deep human insights that enable the agency to transform the opinions, beliefs and behaviors of those who matter most to its clients. For additional information, please visit www.porternovelli.com.

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