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® 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 experts[1]
- 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 Attack[2]

- 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.