



TOKIO MARINE
HCC

Death & Disgrace Indemnity (Media Production Insurance)

Celebrity endorsements can supercharge a brand's visibility but it doesn't come without risk. If a campaign is cancelled due to a star's disablement, death or damaging behaviour, the financial and reputational consequences can be severe. Our Death and Disgrace Indemnity cover ensures a setback doesn't become a disaster.

Scenario

Imagine an advertising campaign has been 'live' for several weeks, when suddenly reports are published in the press regarding a host of sexual assault allegations concerning the celebrity fronting the campaign. There is no choice but to scrap the campaign in order to preserve the reputation and credibility of the business, resulting in significant wasted costs. Our Death & Disgrace Indemnity policy is designed to cover those wasted production costs.

Coverage

If your brand, advertising agency or a full-service agency, has engaged a celebrity to appear in an advertising campaign, you could face sizeable wasted production costs if you are required to cancel an advertisement following their death, permanent disablement or disgrace during the transmission period of the campaign.

Our Death & Disgrace Indemnity policy covers the losses arising from the withdrawal of an advertising campaign following the death or permanent disablement of a celebrity, or their becoming involved in a 'disgrace' situation, throughout the transmission period of an advertising campaign.

Who buys it?

Brands, advertising agencies and full-service agencies.

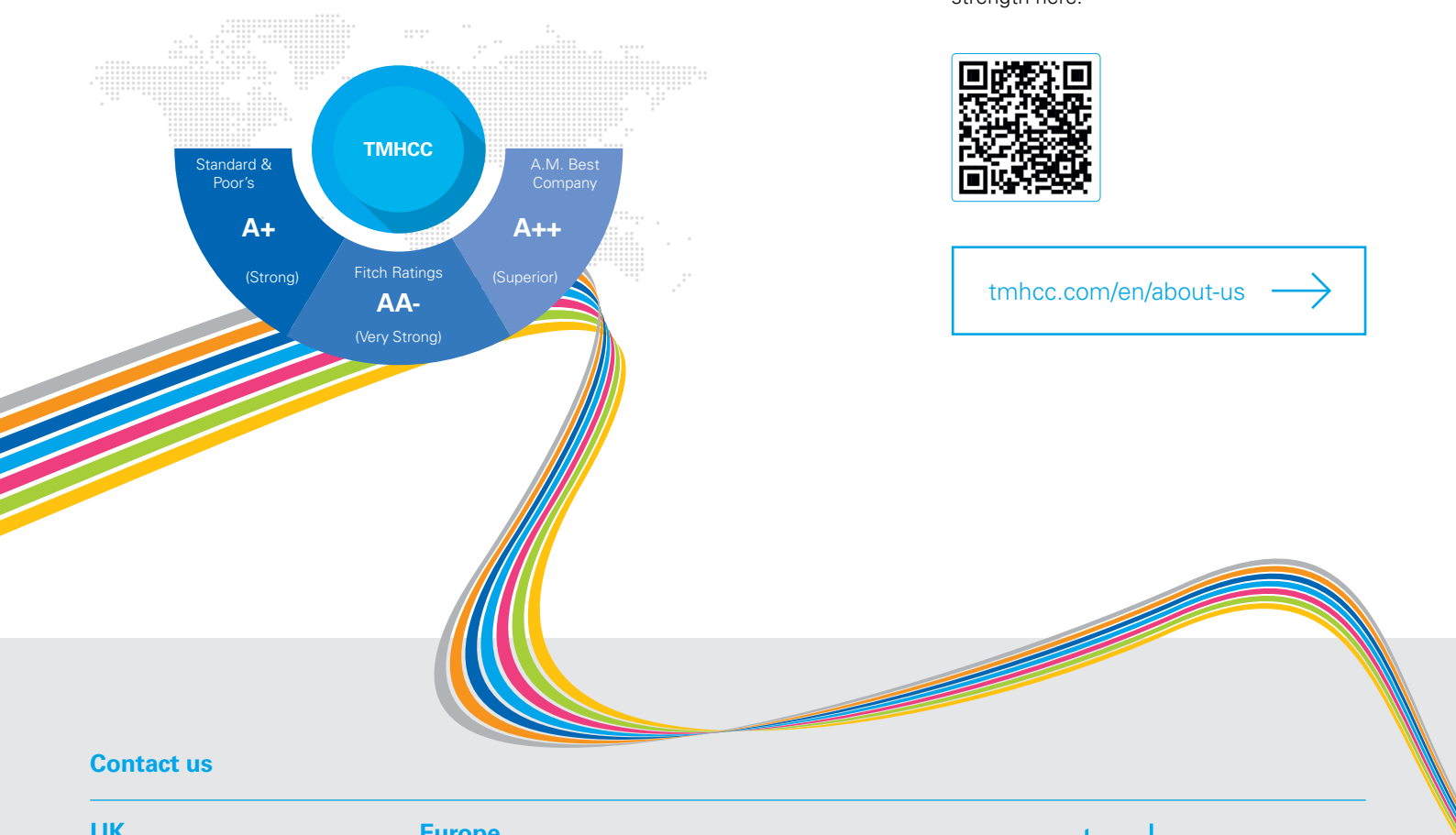
Death & Disgrace Indemnity shields a production budget from the fallout of a celebrity's death or negative behaviour.

Claims expertise

Our approach to claims at Tokio Marine HCC Specialty is measured, reassuring and efficient. We have a dedicated and experienced claims team who focus exclusively on Production and Contingency claims. We pride ourselves on being approachable and fair and we assess claims with competency, urgency and above all, empathy.

Our claims professionals go above and beyond on behalf of our clients. We are used to dealing with the unexpected and – alongside our panel of highly experienced loss adjusters, experts in the film, television and advertising production market – we ensure our clients receive the first-rate claims service that sets us apart.

Tokio Marine HCC's insurance companies are highly rated*



About Tokio Marine HCC

Tokio Marine HCC is a leading specialty insurance group conducting business in approximately 180 countries and underwriting more than 100 classes of specialty insurance. Headquartered in Houston, Texas, the company comprises of highly entrepreneurial teams equipped to underwrite special situations, companies and individuals, acting independently to deliver effective solutions. Our products and capabilities set the standard for the industry, as many of our employees are industry-leading experts.

More information about our financial strength here:



tmhcc.com/en/about-us



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Tokio Marine HCC International

A member of the Tokio Marine HCC group of companies

Tokio Marine HCC is a trading name of HCC International Insurance Company plc (HCCII), and Tokio Marine Europe S.A. (TME), members of the Tokio Marine HCC Group of Companies.

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The policyholder will always be informed of which insurer in our group will underwrite the policy according to jurisdiction. Not all coverages or products may be available in all jurisdictions. The description of coverage in these pages is for information purposes only. Actual coverages will vary based on local law requirements and the terms and conditions of the policy issued. The information described herein does not amend, or otherwise affect, the terms and conditions of any insurance policy issued by Tokio Marine HCC Group of Companies. In the event that a policy is inconsistent with the information described herein, the language of the policy will take precedence.

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