



thebrokernews

Content Marketing and Outreach in the Risk & Insurance Industry

Wide reach with a niche network of 🌟30,000+ business leaders on LinkedIn

Our customers include the **largest brokers and re/insurers:**

👉 Aon, Cognizant, Helvetia, Swiss Re, Zurich, and more

Our "feel good" and **trusting atmosphere** empowers every individual in your organization to have a voice. This includes not only your **C-Level executives** but also a diverse range of **influential figures** such as generals, politicians, philosophers, and more.

We work in **all the languages** you need:



English



German



French



Danish

and more ...

Case Study: Aon

Positioning as Thought Leader in Cybersecurity

Video Podcast + Shorts/Reels + Marketing push

🌟 Client Needs:

- Expansion in DACH (German speaking area)
- Target personas: Risk managers in medium to large companies

🎯 Marketing Campaign:

- Series of episodes throughout a year
- Supported by shorts extracted from the podcast
- Pushed on LinkedIn and Spotify

Reach: through INGAGE's network of 15k+ professionals/decision makers



Case Study: Cognizant

Positioning as Thought Leader in Cybersecurity and more

Video Interviews + Podcast + Shorts + Articles + Marketing push

🌟 Client Needs:

- Rising Awareness in the Insurance Industry
- Target personas: Risk managers in medium to large companies

🎯 Marketing Campaign:

- Series of podcasts + video interviews for DACH + UK market
- Supported by articles + extracted shorts
- Coverage of Cognizant events
- Series of Articles (German + English)
- Pushed on LinkedIn and Spotify

Reach: through thebrokernews & INGAGE's network of 30k+ professionals/decision makers



Show your thought leadership

Interviews



YouTube [\[Link\]](#)

In the skin of a reinsurance CEO – I...

Welcome to our podcast series. My name is Philippe Séjalon and in this...



YouTube [\[Link\]](#)

Behind the Top Management – Exc...

Behind the Top Management ... and Insurance? – Watch this free exclusive...

Axis Re

In the skin of a reinsurance CEO - Interview with Steve Arora

Ageas

Behind the Top Management - Exclusive interview with Jean-Michel CHATAGNY



YouTube [\[Link\]](#)

Siri's Secret Father – Exclusive Inte...

@Apple users, imagine being one of the creators of #Siri, watching your...



YouTube [\[Link\]](#)

#01 Cyber insurance – Why comp...

An Aon/INGAGE Institute collaboration: In the opening episode, our cyber...

AI Innovation

Siri's Secret Father - Exclusive Interview with Babak Hodjat

Aon Cyber Resilience Podcast

Cyber insurance - Why companies must act (in German)

Shorts / Reels



YouTube [\[Link\]](#)

Thorium Reactors: The Future of S...

Discover how China's thorium reactor and Bill Gates' innovative wave reactor...

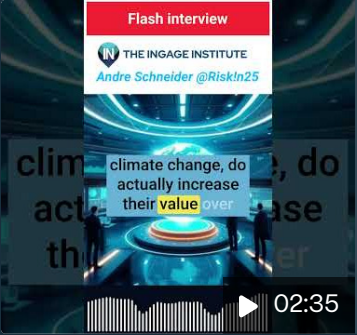


YouTube [\[Link\]](#)

Why Do Danish People Admire Nor...

Exploring the intriguing connection between Denmark and North Korea, we...

Flash interviews



YouTube [\[Link\]](#)

Why Ignoring Climate Change Is a ...

Join us at RiskIn 2025 in Zurich for a compelling flash interview with Andre...

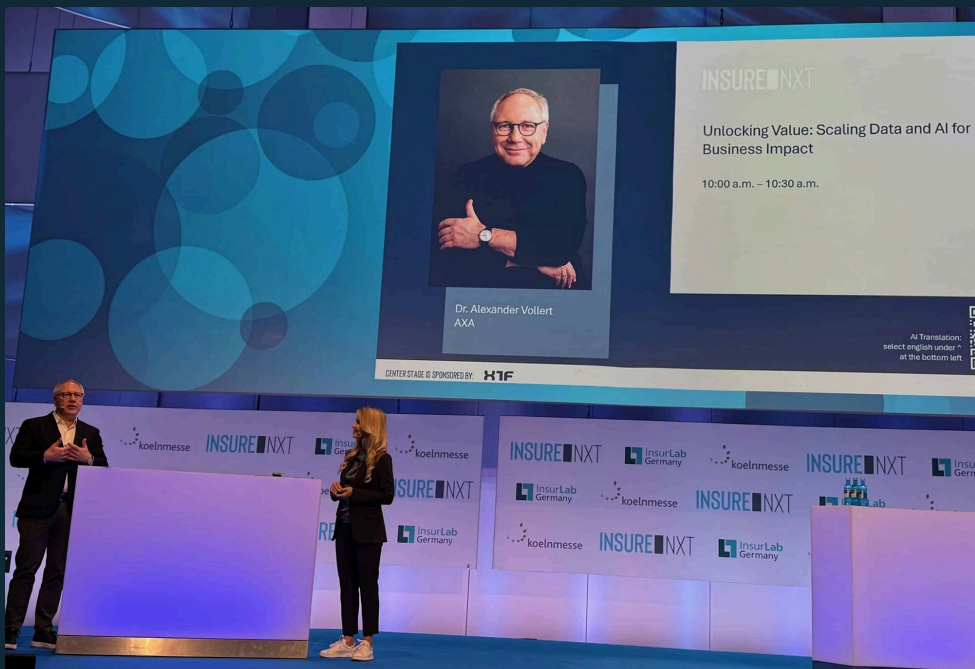


YouTube [\[Link\]](#)

Sense Pilot @GameTech

Flash interview of Iveta at GameTech

Articles & Podcasts



Tech meets tactics

How AXA scales innovation on three levels - in-depth analysis of their multi-tiered approach to digital transformation.

[Read full article →](#)



Women's Day

Climbing the Ladder - exploring career advancement challenges and opportunities for women in the insurance industry.

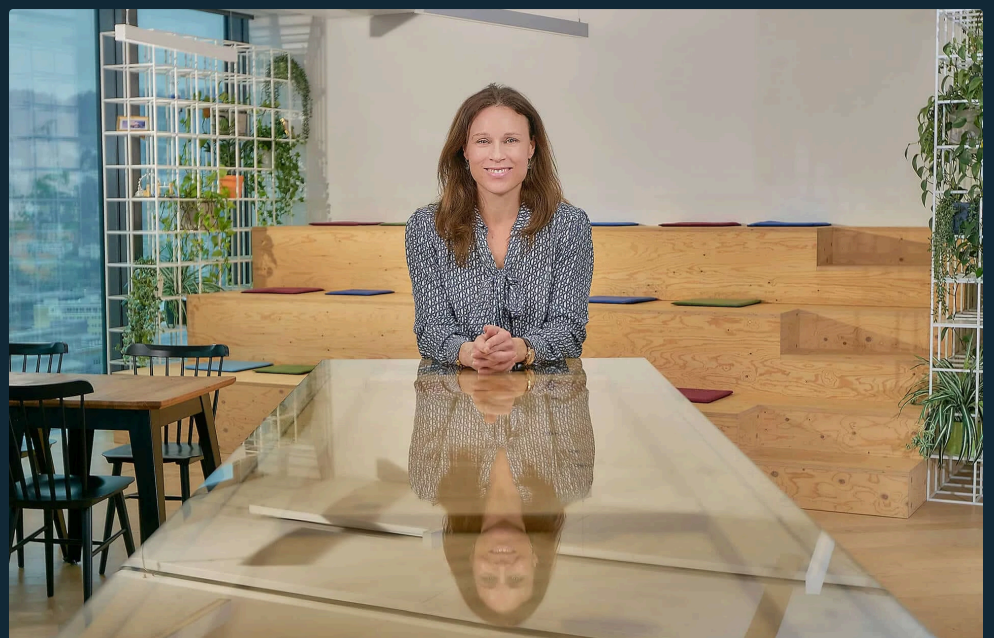
[Read full article →](#)



Between Hope and Implementation

Critical analysis of generative AI adoption in insurance and risk management sectors, examining practical applications and challenges.

[Read full article →](#)



thebrokernews Podcast

Episode 9 with Thomas Gassenbauer and Brigitte Roy from Cognizant discussing new leadership qualities in the digital age.

[Listen to podcast →](#)

Effortless client acquisition

Introduce your solutions to your target clients thanks to **Sponsorship Opportunities**.



We create high quality content with top thought leaders in AI, cybersecurity, governments.

- Interviews, Podcast, Articles,
- Newsletters: [thebrokernews](#) [The World of Risks in the AI Era](#)

What Makes Us Different

#1 in **Content Marketing** and **Training** agency/platform for the **Risk & Insurance** in the **AI** Era



1

Unparalleled **Industry Connections**

Tap into our vast network of influential decision-makers, CxOs, and entrepreneurs across Europe and beyond. Leverage our deep expertise as tech consultants and award-winning risk/insurance journalists to elevate your brand.

2

Captivating **Storytelling**

Ignite emotions and captivate your audience with our dynamic mix of narratives, interviews, short films, texts, and songs that leave a lasting impression.

3

Reach the next level

Elevate your content with our Hollywood-calibre storytelling thanks to state-of-the-art AI technology. Captivate audiences through next-level narratives, visuals, and immersive experiences.

Our Network Reach

Leverage the power of our combined personal and company accounts - *LinkedIn favours personal accounts for greater organic reach*

750K

Impressions

Content performance over one year period across
thebrokernews and The INGAGE Institute

30K

Business Leaders

Professional network providing direct access to
industry decision markers



Detailed Reach

Industry

Insurance	62.7%
Financial Services	8.7%
IT Services and IT Consulting	2.8%
Business Consulting and Services	2.3%
Banking	1.6%

Job title

Chief Executive Officer	5.5%
Board Member	4%
Founder	4%
Co-Founder	3.2%
Managing Director	2.2%

Seniority

Senior	27.1%
Director	18.5%
CXO	14.9%
Entry	10.5%
Partner	7.8%

Company size

1001-5000 employees	27.4%
10,001+ employees	18.1%
5001-10,000 employees	9.8%
11-50 employees	8.6%
51-200 employees	8.2%

Company

die Mobiliar	3.8%
Zurich Insurance	3.3%
Helvetia Insurance Switzerland	3.3%
AXA	3.1%
Allianz Suisse	2.6%

LinkedIn



Last week, your contributions received:

25,919

Impressions of posts

Analytics data indicate

Most successful post in the last week

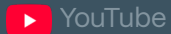
Source: LinkedIn 2025



Additional Projects and Success Stories



▶ 03:56



YouTube



Sol. 5 Client Success Story: Swiss...

Swiss Re

Training their clients with ROI in 3 months



▶ 00:45



YouTube



Solution 1: Create a winning strat...

Helvetia

Creating a winning strategy for market positioning



▶ 01:41



YouTube



Solution 4 Client Success Story: ...

Avila Spaces

Training Digitisation initiative to enhance learning outcomes

Award-Winning Industry Recognition

- 1 — Swiss Innovation Venture Competition**
Two consecutive years as finalists, recognizing our pioneering approach to insurance content innovation and digital storytelling excellence.
- 2 — Axco Awards Recognition**
International recognition for thought leadership and innovative content solutions that drive industry transformation and client engagement.
- 3 — Global Conference Speaking**
Featured at major international insurance conferences, sharing insights on the future of risk communication and digital storytelling strategies.
- 4 — Conglomerate Magazine**
Most Inspiring and [Empowering Women Leaders](#) to Watch in 2025

Let's shape the future of risk and insurance storytelling together! Our multilingual expertise in English, French, German, Danish, Romanian, Hungarian ensures your message resonates across Switzerland and the EU.



Our Process: First Steps

Needs Study

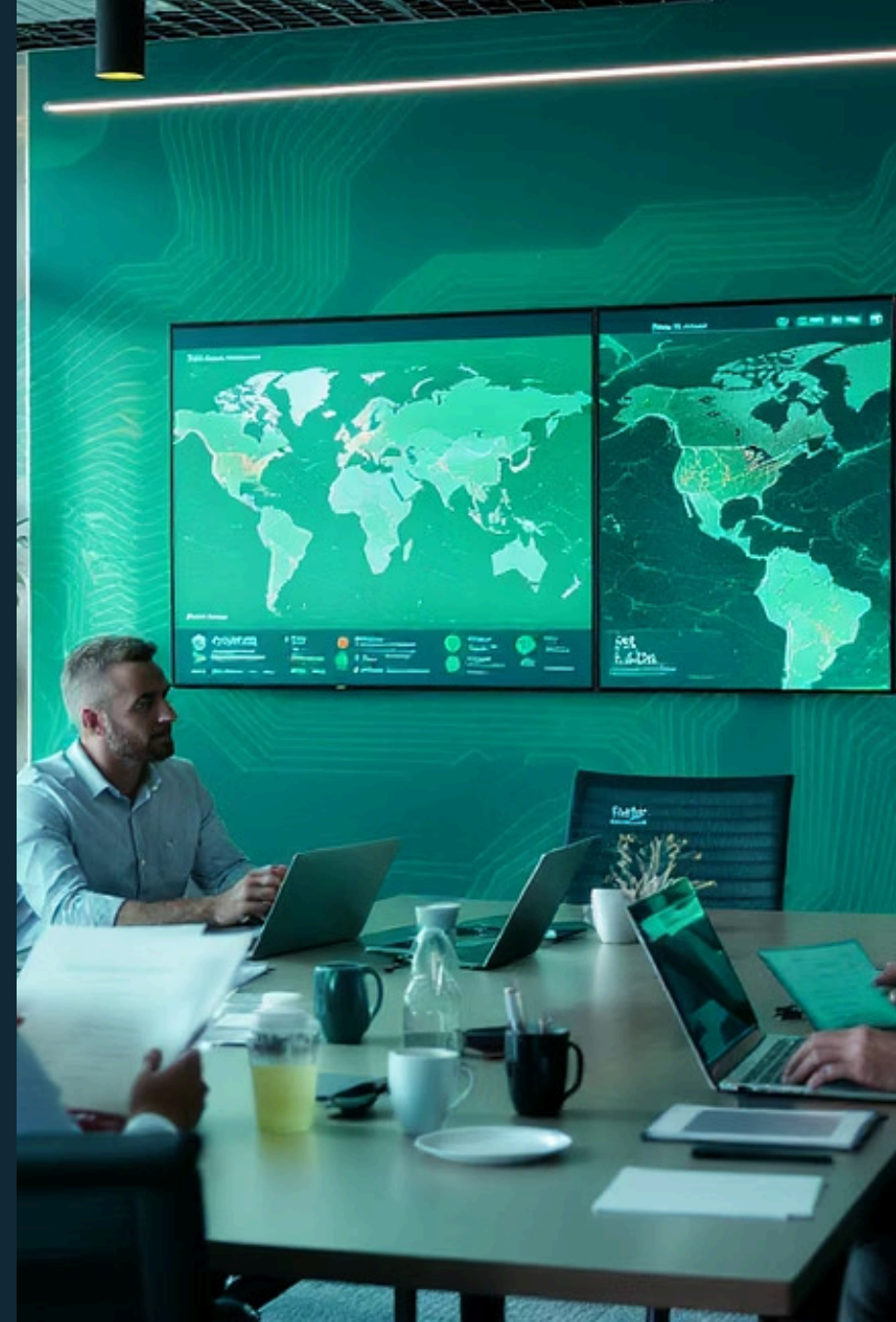
- Expansion area (geographical)
- Persona identification (role + industry)

Target Audience Analysis

Identifying key decision-makers and influencers in your target market

Content Strategy Development

Creating a tailored approach based on your specific business objectives





Our Process: Implementation



Marketing Campaign Planning

Developing comprehensive content strategy and distribution plan



Interview/Podcast Production

- Flexible support based on your needs
- Full production or collaborative preparation
- Professional remote studio shooting

Our Process: Delivery



Post Production

Professional editing and content optimization

Technical Advice

Expert guidance on content distribution and promotion

Remote Studio Setup

30-minute setup for professional online remote studio

Get a quote!

We deeply appreciate your time and interest in thebrokernews & The INGAGE Institute.

We have solutions for **large companies** as well as for **startups**.

We are excited about the possibility of collaborating with you to achieve your content marketing and training objectives in the dynamic world of risk and insurance.

Connect With Us



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Visit Our Websites

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