

## HANSON DESIGN DEVELOPS NEW ONLINE BRAND FOR MORTGAGE INSURER RADIAN

*New digital foundation will help company grow and better address mortgage lender and homeowners needs*

**The Challenge:** A financial services company with extensive “brand refresh” requirements to focus on its core mortgage insurance business.

**The Need:** A comprehensive online blueprint for the future, including brand re-design and a new web site with interactive customer tools.

**The Result:** [www.radian.biz](http://www.radian.biz), a highly interactive and user-friendly resource hub for mortgage lenders and homeowners, from global mortgage insurer Radian. Launched April 2010.

**The Team:** Hanson Design, a digital brand marketing and design firm with financial services expertise including American Express, JPMorganChase, ING Direct, and USSA.

“The stakeholder reaction to the new brand identity and website user experience has been positive,” says Rick Gillespie, SVP of Corporate Communications and Marketing, Radian Group, Inc. “It clearly focus on the core value of Radian in today’s marketplace: To create home ownership opportunities, and to help people stay in homes.

“We now have an ideal interactive foundation with which we’ll grow our company, determine future audience needs, and expand the resources that can make Radian’s customers more successful.”

Radian’s senior management provided the Hanson web development group with complete access to its cross-functional teams in order to:

- Transform its online identity and presence;
- Develop the “Radian story” as it’s relevant to each customer segment.

With a new style, voice and clear navigation, it informs and rewards Radian’s user communities, and reinforces the Radian brand promise by providing easy access to the information each audience segment wants most.

“It was an exciting project to energize and help reinvent a complex financial services company,” says Gil Hanson, CDO of Hanson Design. “We did a lot of work on brand-user experience to design a clean architecture, and develop new web tools and ways to connect Radian’s multiple stakeholder communities.”

The scope of Hanson's brand-web development work included:

- An extensive Needs Assessment and multiple discovery sessions with senior management and cross-functional operation teams;
- An investigative competitive audit and online survey that showed that the Mortgage Insurance category was not effective in creating competitive differentiation or clearly communicating value to their customers;
- An 80-page Project Summary & Strategic Plan that analyzed the market situation and needs, and detailed the strategic interactive roadmap;
- Development of a new brand mission, value proposition, messaging and identity, including brand logo, color palette and original photography;
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- Design of a new sub-brand and customer-specific web portals called MI Online, and the Radian intranet site.

"The style of Hanson and the size of his agency was right for us," says Radian's Rick Gillespie. "Hanson helped us provide clarity around our core business line and simplify access to website content. We have a partner we can count on to help us evolve it in the future."

**Radian** protects the American Dream for lenders and their borrowers by managing risk and opening doors for new generations of homeowners. Headquartered in Philadelphia, Radian connects lenders, homebuyers, investors and loan servicers using a suite of private mortgage insurance and related risk management products and services.

**Hanson Design** specializes in developing integrated brand web solutions for a wide range of global marketers, including: American Express, AstraZeneca, Pernod Ricard US, Potlatch, Colgate-Palmolive, JPMorganChase, Radian, and Zerowater. For more information, visit: [www.hansondesign.com](http://www.hansondesign.com)

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