



Kevin Mihalich

Nationwide Insurance Portfolio

2014

Nationwide Insurance

Background

I previously worked for Nationwide Insurance's Corporate Communications department as both an intern and contractor, dating back to October 2012. The majority of my time with the department was spent assisting with the design and development of their 2013 intranet redesign and renewal. However, I also built Sharepoint sites, redesigned newsletters, created graphics, and completed many other tasks for the department.

My contract with Corporate Communications expired at the end of 2013, but I have since been hired on full time as a Requirements Analyst in Nationwide's Enterprise Digital Solutions department. Though my new role does not involve any web design or development related tasks, I work closely with developers, testers, user experience professionals, and business partners to analyze and define requirements for various Nationwide.com applications.

I am very grateful for the opportunities Nationwide has given me, as well as for the confidence they have shown in my skills.

The following pages contain examples my work at Nationwide.

InSide Intranet - Old

Prior to the 2013 InSide redesign project, I created and edited many intranet pages for different areas of the company. The most notable pages I developed were the Nationwide Financial landing page and the “Live Our Brand” site.


Nationwide Financial

Nationwide Financial needed a new landing page on InSide that included an introductory video, as well as a way to display sections of information without taking up too much space.

Though it might not be obvious from the screenshot, the content underneath the video was built into an accordion that I built specifically for this page.

InSide Intranet - Old

Nationwide Financial



Welcome Kevin [Change Password](#) [Quick Links](#)

[Acronyms](#) [Sites A to Z](#) [Feedback](#)

[Home](#) [Company](#) [Business Units](#) [News Center](#) [Benefits](#) [Pay](#) [Time Off](#) [Career](#) [Health](#) [Resources](#) [Our Customers](#)

[Business Units > Nationwide Financial](#)

[Nationwide Financial](#)

[About Us](#)

[Our Structure](#)


[Shark Tank](#)

Nationwide Financial

BUSINESS UNITS


Text Size: [+](#) [-](#) [SAVE TO FAVORITES](#) [EMAIL THIS](#) [PRINTER FRIENDLY](#)

Kirt Walker shares a refined vision for NF



CLICK TO PLAY

NF Communications Toolkit archive



The NF Communications Toolkit provides timely updates to help leaders stay informed and start a conversation with their teams.


Visit the archive to access current and previous editions.

Monthly financial results snapshot

NF Results September			
	Actual	Plan	Variance
Sales	\$14.1B	\$13.2B	\$906M
Net Flows	\$1.7B	\$875M	\$847M

Overview:
Year-to-date sales of \$14.1 billion were \$906 million ahead of plan, driven by strong variable annuity, public retirement, individual life and COLI sales, partially offset by lower fixed annuity, retail mutual fund and private retirement sales. Year-to-date net flows of \$1.7 billion were \$847 million ahead of plan, driven by strong variable annuity and COLI sales.

Watch NF's 2013 strategy launch



Nationwide Financial's 2013 strategy launch is here! Similar to our other events, this online format makes it easy and entertaining for you to participate at your convenience. Explore this content to learn more about:

- the Corporate Strategy and how Nationwide Financial contributes to the mutual mission
- where NF is headed in 2013
- why you are important to our success

Leader Resources

- SEC Pay to Play

Tools & Forms

- 2013 NF Strategy Graphics
- NF's Defining Moments Website
- NF Leader Exchange Feedback
- Agent Gateway
- Funds & Products
- Clarity
- Solutions Development Process (SDP)

Related Links

- Associate Recognition
- Diversity & Inclusion in NF
- Web/VRU Stats
- iMedia
- Nationwide Strategy
- NW Fund Master
- NW Retirement Solutions
- NW Financial Network
- Financial Operations
- eB2B
- NF IT

My Favorites

You can add or edit your favorite links to this window by clicking on the Edit My Favorites button below

[Edit My Favorites](#)

[Home](#) [HR Help Center](#) [Sites A to Z](#) [Feedback](#) [Change Password](#)

InSide Intranet - Old

Live Our Brand

Marketing needed a redesigned intranet page to showcase the Nationwide brand standards. Though I did have some design input for the page, it was primarily designed by a separate Marketing team. However, from the mock ups they gave to my team, I was able to develop the page to meet their expectations.

InSide Intranet - Old

Live Our Brand

Welcome Kevin [Change Password](#) [Quick Links](#) [Search](#)
[Acronyms](#) [Sites A to Z](#) [Feedback](#) [Find](#)

Home **Company** Business Units News Center Benefits Pay Time Off Career Health Resources Our Customers

Company > Live Our Brand

[Live Our Brand](#)
[Contacts](#)

Live Our Brand

company

Text Size: [+](#) [-](#) [SAVE TO FAVORITES](#) [EMAIL THIS](#) [PRINTER FRIENDLY](#)

InSide Resources
Get brand resources for associates

BrandGuide
Learn about our brand standards

BrandSource
Find photos, logos and icons

NEWS

6/7/13 - Introducing new Nationwide screensavers

Display your Nationwide Pride with one of our new screensavers. The updated options show how we connect to our members, communities and each other.

Choose from:

- **Experience Nationwide** - features Nationwide-affiliated companies in a fresh, colorful design with brief overviews of key business brands.
- **Mission and Vision** - uses impactful, brand-right photography with messaging that revolves around our common mission and values of providing a lifetime of solutions for our members.

Live Our Brand

As an associate, you're already the most important part of the Nationwide brand. And when more than 30,000 people can all communicate with one voice, we all win. Below we have collected all the things you'll need to look, sound and communicate using the Nationwide brand.

[CONTACTS](#)

EXTERNAL PARTNER ACCESS

For brand guide information, logos or photos, send outside partners to the right brand resource:
BrandGuide
brand.nationwide.com

GET

everything you need to look the part of a Nationwide associate.

- Business Cards
- Voicemail Greetings
- Email Signatures
- Nationwide Merchandise
- Screensavers
- PowerPoint Templates
- Word Templates
- Allied PowerPoint Templates
- Speaking About Nationwide
- Corporate Brand Naming Review Form

CREATE

consistent and compelling communications with these tools.

- Find Photos
- Find Logos
- Find Icons

BrandSource
Find photos, logos and icons

LEARN

more about what it means to be a part of our brand.

- Brand Guidelines
- Brand iDrive Module
- Brand Architecture Chart
- Brand vs Campaign Chart
- Naming Guidelines
- Intranet Standards
- Customer Service Communications Guide
- Printing, Merchandise and Trade Show Guidelines

BrandGuide
Learn about our brand standards

Home [HR Help Center](#) [Sites A to Z](#) [Feedback](#) [Change Password](#)

InSide Intranet - New


A little over a month into my internship with Nationwide, I was informed that I would be helping out with the massive effort of redesigning Nationwide's InSide intranet site for 2013. My mentor Bryan and I created a prototype site to present to the Marketing department executives, including current Chief Marketing Officer and Executive Vice President Matt Jauchius. The project was immediately approved after the presentation.

Prototype

Though the prototype pages I created are certainly more rough around the edges than their final version counterparts, they are also a bit more exciting since I was given much more creative freedom designing these pages. Though these pages were eventually presented to the appropriate teams as a proof of concept, they did not require any kind of approval. Here are some examples of the prototype pages I created.


InSide Intranet - New

Prototype - Property & Casualty




Search InSide...[Search](#)

[Home](#)[Company Wide](#)[Business Units](#)[Associate Center](#)[MyHealth](#)[News Center](#)[Resources](#)[Customer Care](#)[Quick Links](#)



[Overview](#)[Our Structure](#)[Strategy](#)[Training](#)


Our Brands



Nationwide Insurance

Nationwide Insurance is the company's consumer-facing brand, delivering products and services through exclusive agents, On Your Side centers and Direct Channels.


[Learn more >>](#)



Allied Insurance

Allied Insurance sells commercial, home, and auto insurance through a network of independent agents and brokers.


[Learn more >>](#)



Scottsdale Insurance

Scottsdale Insurance provides excess and surplus property and casualty insurance distributed through wholesale agents and brokers.


[Learn more >>](#)



Harleysville Insurance

Harleysville Insurance sells commercial and personal lines insurance, along with life and flood, through a network of independent agents and brokers.


[Learn more >>](#)



Titan Insurance

Titan Insurance sells nonstandard personal auto, commercial vehicle and powersports products through a network of exclusive, independent and Titan agents and Nationwide's direct channel.

[Learn more >>](#)




Nationwide Agribusiness

Nationwide Agribusiness delivers unmatched risk solutions expertise for agribusiness, farm and ranch, and surety and fidelity customers through knowledgeable and specialized advisors.

[Learn more >>](#)

Our Operations



Affinity & Strategic Partnerships

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut at metus risus, eu vulputate justo. Suspendisse faucibus sem ut dui ultrices pellentesque. Phasellus metus diam, facilisis sit amet sagittis et, rutrum a leo. Praesent volutpat ante in tellus pellentesque eu rhoncus nisi sollicitudin.

[Learn more about Affinity Partnerships >](#)

InSide Intranet - New

Prototype - Nationwide Financial



[Home](#) [Company Wide](#) [Business Units](#) [Associate Center](#) [MyHealth](#) [News Center](#) [Resources](#) [Customer Care](#) [Quick Links](#) ▼



[About Us](#) [Our Structure](#) [Careers](#) [FAQ](#)

Careers

Nationwide Financial (NF) strives to build the capabilities and optimize the talent of its associates by attracting, developing and retaining high-performing associates. A variety of Nationwide businesses support NF including operations, advanced sales, marketing and HR.

Career Opportunities

If you are interested in learning about careers in NF, talk with your manager. Current job openings are also listed on Career Connect.

Nationwide Financial Career Connect



Training

In Nationwide Financial, training of associates is accomplished in a variety of ways.



Soft-skills Training

Provided through Corporate Learning & Development and outside seminars provided by various vendors. Includes training on communicating effectively, relationship building, and manager training.




Business Unit Skills Training


Provided within each business unit in a variety of ways, including:


- New Associate Training:** Educates new associates about the business, systems, software.
- Sales Training:** Highlights how the business unit does business and gets new sales associates familiar with the

InSide Intranet - New

Prototype - Information Technology



[Home](#) [Company Wide](#) [Business Units](#) [Associate Center](#) [MyHealth](#) [News Center](#) [Resources](#) [Customer Care](#) [Quick Links](#) 



[Overview](#) [Our Structure](#) [Our Strategy](#) [Contact](#)


About Us

Over the years, Nationwide has grown and changed in so many ways. What began as an auto insurance company has become one of the world's largest diversified financial services organizations, offering a wide range of insurance and financial services for our customers. However, our focus as a company has stayed the same – offer the best possible service to our customers.


As Nationwide has changed, so has Information Technology (IT). Like other financial services companies, Nationwide is highly dependent upon IT to run nearly every aspect of the business. Therefore, IT is positioned to be one of the largest enablers of our On Your Side experience.

Made up of over 5,000 associates from a variety of backgrounds and possessing a wide range of skills and expertise, we are a team of experts who share a passion for applying innovation and technology to help Nationwide deliver an On Your Side experience to every customer, every day.

We are IT. We are Nationwide. And we are *On Your Side*.




Latest News




OYS CI IT Star Award Q1 submission period opens soon

2/15/13 - The OYS CI IT Star Award Q1 submission period starts in two weeks. Learn how to submit your continuous improvement effort! [more >>](#)



Operation Feed events in 2013

2/15/13 - Operation Feed has various events and fundraisers taking place throughout the year. Stay up-to-date on the latest news and learn how to get involved! [View the Op Feed events here >>](#)



Unique consultant role revitalizes Titan Insurance IT

2/15/13 - Learn how Lisa Evert is energizing associates and inspiring positive change in Titan IT. [more >>](#)

More NW IT News

2/11/13 - Check out open positions in IT. [more >>](#)

6/28/12 - IT now has an Archives page! [more >>](#)

Industry News

2/15/13 - Twitter and Amex to let you pay with a hashtag. [more >>](#)

2/14/13 - Egyptian regulator appeals against court's Youtube ban. [more >>](#)

2/14/13 - Bumps' new PC/Phone file transfers: virtual sneakernet. [more >>](#)

InSide Intranet - New


Final Marketing Site

Though I created what felt like hundreds of pages for the final version of InSide, the majority of those pages were pretty unexciting. Most were simple informational pages, containing paragraphs of text and not much else. But the one area of the website where I was allowed to flex my design and development muscles was the Marketing page.

Being a part of the Marketing department, my team was given full responsibility of how the Marketing page would look like, with only minor guidance on what should be on it. The members of my team delegated the task for designing and developing the page to me, and I'm glad they did. I still think it's the best looking page on the site (though I might be a bit biased).


InSide Intranet - New

Final Marketing Site




Search InSide and People...

[Home](#)[Company](#)[Business Units](#)[HR Information](#)[News Center](#)[My Services](#)[QUICK LINKS](#)




BUSINESS UNITS
Marketing

[News](#)[About Us](#)[Marketing Campaigns](#)[Resources](#)



Five win in company Meet My Baby contest


Corvettes, Porsches, a Kawasaki and even a '73 Winnebago were among the contenders in the Nationwide Meet My Baby contest. Meet the winners now. [more>>](#)




Nationwide members cook for a cause

Star athletes and Nationwide Insurance members Danica Patrick and DeMarcus Ware challenged each other to a friendly breakfast cook-off Tuesday to raise awareness of child well-being and hunger in North Texas. [more>>](#)


Marketing University




Sponsorships





Live Our Brand






Nationwide Mutual Insurance © 2014

Share this page:



InSide Intranet - New

Final Marketing Site



[Search](#)

[Home](#) [Company](#) [Business Units](#) [HR Information](#) [News Center](#) [My Services](#) [QUICK LINKS](#)



BUSINESS UNITS


Marketing

[News](#) [About Us](#) [Marketing Campaigns](#) [Resources](#)

Nationwide's vision is to be the member-driven choice for those seeking an enduring relationship to fulfill their broad protection and financial needs.

Marketing's strategy – to drive growth by focusing on our customers' needs – fully supports this vision and underscores Marketing's unique role in creating brand positions and value propositions for each of Nationwide's brands that establish and extend our customer-focused competitive advantage.

To learn more about Marketing, our services and how we approach our work, click the tabs below.


[Expand All](#)


[Our Services](#)


[Focusing on "what we do" and "how we do it"](#)

[MSTAR](#)

[Nationwide Marketing Process Framework](#)

[Marketing University](#) 

[Sponsorships](#) 

[Live Our Brand](#) 




Nationwide Mutual Insurance © 2014

Share this page:




InSide Intranet - New

Final Marketing Site



Search InSide and People...

[Home](#)[Company](#)[Business Units](#)[HR Information](#)[News Center](#)[My Services](#)[QUICK LINKS](#)



BUSINESS UNITS
Marketing

[News](#)[About Us](#)[Marketing Campaigns](#)[Resources](#)

You can view the latest ads in our marketing campaigns below.[Expand All](#)

Join the Nation (NI)

WELCOME TO THE NATION


Join the Nation

Insurance products can be seen as a commodity, but the relationships, care and protection Nationwide provides are not. We tell the story of who Nationwide is and why we are different than other companies through the *Join the Nation* campaign. The campaign highlights that we are a company that people trust, that treats our members with respect, has a strong track record, and handles claims fairly and in a timely manner.


How to watch the ads

Our newest ads in the *Join the Nation* campaign can be found on the right. Click one of the thumbnails to watch that advertisement.


Advertisements




"Baby"




"First"




"Brand New Belongings"




"Chopper"




"Halfway"




"Safety First"




"Always There"




"Believe"




"Pit Signs"



"Anthem"




"Disappear"





"Invitation"


Let's Face it Together (NF)

We Stand For You (Agribusiness)

Marketing University



Sponsorships

Live Our Brand




Nationwide Mutual Insurance © 2014

Share this page:




InSide Intranet - New

Final Marketing Site



Search InSide and People...[Search](#)

[Home](#)[Company](#)[Business Units](#)[HR Information](#)[News Center](#)[My Services](#)[QUICK LINKS](#)



[News](#)[About Us](#)[Marketing Campaigns](#)[Resources](#)

You can view the latest ads in our marketing campaigns below.[Expand All](#)

[Join the Nation \(NI\)](#)

[Let's Face it Together \(NF\)](#)

LET'S FACE IT TOGETHERSM

Let's Face it Together

The *Let's Face it Together* videos and materials below are designed to help you better understand the advisor insights that led to our new campaign.


[The Pledge](#)

This pledge will help inspire you to bring NF brand to life.


[The NF Story](#)

[The NF Story - Video](#)
[Story Brochure](#)
[One Pager](#)

Creating a Competitive Advantage




Introduction




In Market

[We Stand For You \(Agribusiness\)](#)


Marketing University




Sponsorships





Live Our Brand






Nationwide Mutual Insurance © 2014

Share this page:



InSide Intranet - New

Final Marketing Site



Search InSide and People... [Search](#)

[Home](#) [Company](#) [Business Units](#) [HR Information](#) [News Center](#) [My Services](#) [QUICK LINKS](#)



[News](#) [About Us](#) [Marketing Campaigns](#) [Resources](#)

You can view the latest ads in our marketing campaigns below. [Expand All](#)

[Join the Nation \(NI\)](#)

[Let's Face it Together \(NF\)](#)

[We Stand For You \(Agribusiness\)](#)


We Stand For You

"We Stand For You" was developed not as a campaign slogan, but as a long-term brand direction that defines what "On Your Side" means to farmers and ranchers. The message will remain consistent over time but sub-themes beneath our message will continue to grow as we tell the story of what we stand for:


- Farmers speaking out
- Smart planning before it's needed
- Taking care of the little things
- Multi-generational farm management
- Making smart choices to ensure safety
- Accurate portrayals of American farmers
- Local agents who know farming inside and out


The campaign's focus is squarely on our customers where it should be. And shows them the many ways in which we advocate for them.


Campaign Video (for Agents)





Print Advertisements


[Little Things](#)


[Little Things](#)


[Smart Planning](#)

[Speaking Out](#)



[Marketing University](#) 

[Sponsorships](#) 

[Live Our Brand](#) 




Nationwide Mutual Insurance © 2014


Share this page:
 

InSide Intranet - New

Final Marketing Site



[Home](#)[Company](#)[Business Units](#)[HR Information](#)[News Center](#)[My Services](#)[QUICK LINKS](#)



[News](#)[About Us](#)[Marketing Campaigns](#)[Resources](#)

Briefs

- [Creative Brief - NI and Allied](#)
- [Creative Brief - NI User Guide](#)
- [Creative Brief - NF Project](#)
- [Creative Brief - NF Project Guide](#)
- [Creative Brief - NF Tactic Guide](#)
- [Creative Brief - NF Tactic](#)
- [Communications Brief - NF](#)

Templates


- [Marketing Memo Template](#)
- [Marketing Memo with Sidebar Template](#)
- [Marketing Agenda Template](#)
- [Marketing Powerpoint Template](#)
- [Marketing Powerpoint Template - widescreen](#)


Work Requests


- [Customer Analytics Work Request Form](#)
- [Digital Marketing Work Request Form](#)
- [Photography Requests](#)


Forms

- [Marketing Individual contributor feedback](#)
- [Marketing People leader feedback form](#)



[Marketing University](#) 

[Sponsorships](#) 

[Live Our Brand](#) 



Nationwide Mutual Insurance © 2014

Share this page:




**Thanks for checking out my
Nationwide Insurance portfolio!**

Check out more of my work at **www.kevinmihalich.com**