

COMPETITIVE ANALYSIS

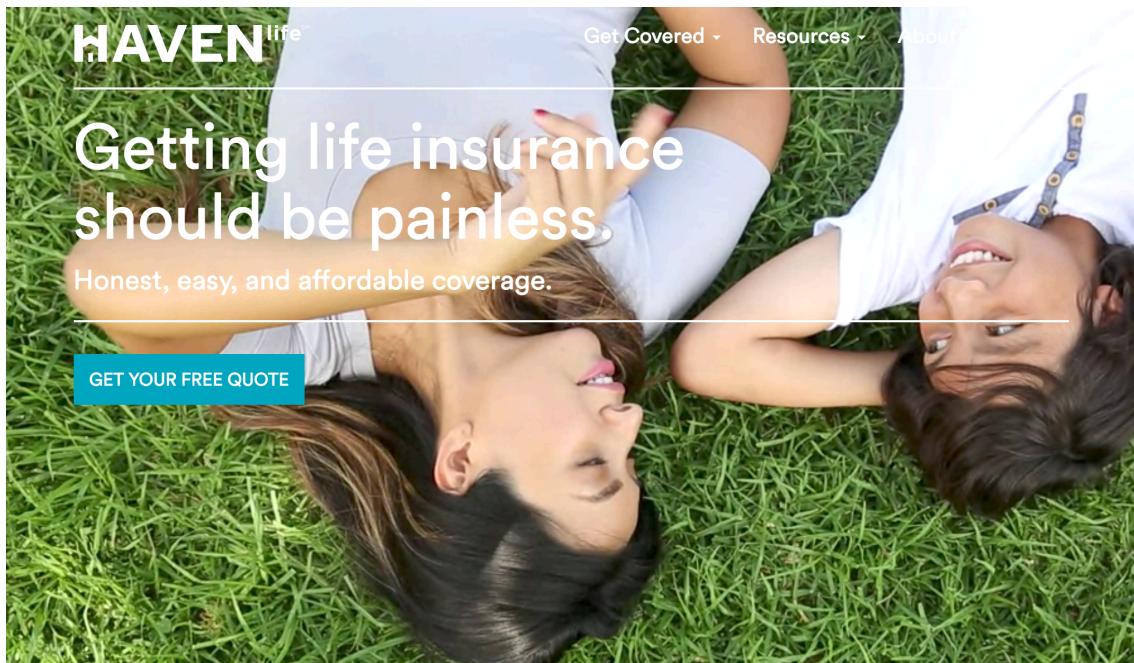
Jenny Life

08 / 07 / 2017

Confidential, not for Distribution







HAVEN^{life}

Get Covered | Resources | About

Getting life insurance should be painless.

Honest, easy, and affordable coverage.

GET YOUR FREE QUOTE

COMPETITIVE ANALYSIS

Haven Life

RELATABLE

- Uses video header with multiple clips and diverse cast, to appeal to the widest audience possible
- Uses photography combined with icons



fresh

Prepared by Fresh Consulting | 3



2. Apply in under 20 minutes

GET STARTED NOW

Simple online process. Immediate decision. Great insurance.

WATCH VIDEO



Simple online application process

Haven Life

SIMPLE

- HavenLife recognizes simplicity and speed of service as major pain points for its audience
- Addresses it head-on in its copy & messaging throughout the page.



Backing of MassMutual, a 160-year-old life insurer

★★★★★ August 03

No hassle

No hassle, direct and efficient customer service with no unnecessary middlemen or hurdles. Follow up is excellent as is email communication. I highly recommend this very

Josh

★★★★★ August 02

Paya was outstanding

Paya was outstanding. She responded all my questions, ensured the process moved smoothly and even dealt with my doctor's office regarding the medical exams. I was a bit

Artur

★★★★★ July 20

Easy, like life insurance should be...

My experience with Haven Life was exactly what I'd hoped it would be. I'm not a millennial, but I can appreciate wanting to do certain things a different way than the norm. Haven



Joel S.

Read more on TRUSTPILOT

9.3/10 | View all 184 reviews

As seen in:

THE WALL STREET JOURNAL

Forbes

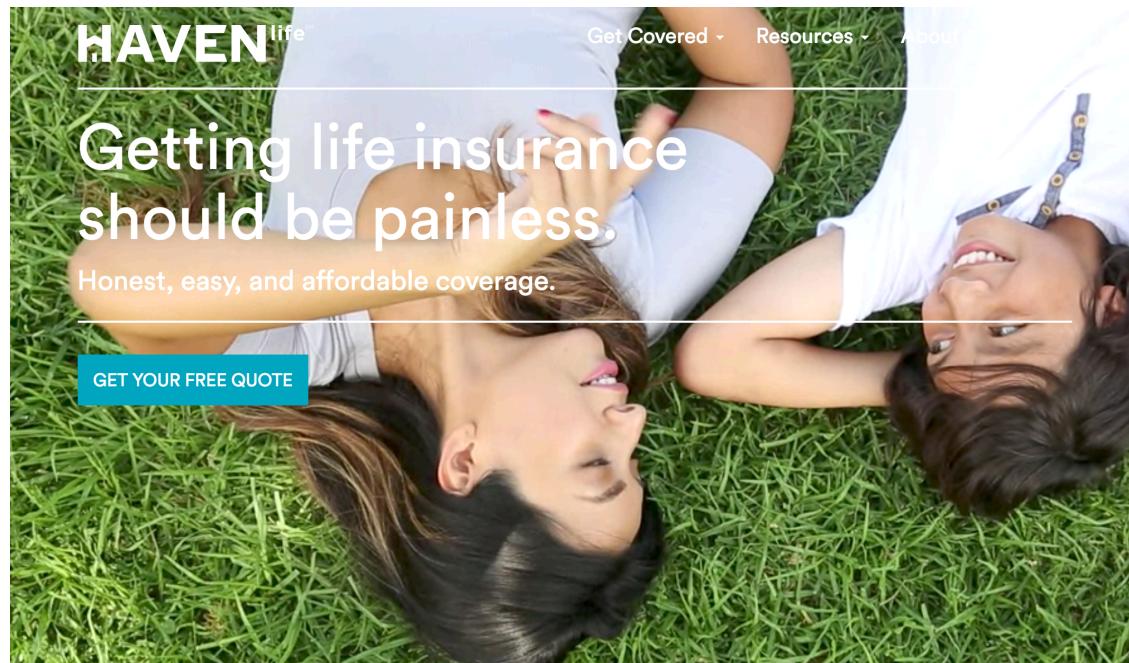


REUTERS

Haven Life

TRUSTWORTHY

- HavenLife goes to great lengths to assure its audience that they are a reputable company
- Blue color is neutral, appeals to both genders
- Branding is bland and feels corporate
- References other publications and companies to inspire trust



HAVEN^{life}SM

Haven Life

Design Notes

- Use of white text overlaying photography/videography makes the copy hard to read
- Logo contains a house metaphor, but this is confusing because houses can also be insured – this sends a conflicting message as to what the product is.

Quilt

Radically simple insurance

The old way of doing insurance is corporate and complicated. That's why we started Quilt.

Simple

Easy to understand and use minus any jargon and legalese.



Life Insurance

Keep the people you love protected, no matter what happens before you finish your morning coffee in seconds. No excuses.

[Learn more](#)

Simple. Honest. Human.

Look out for the people you love, even after you're gone.



Get your decision in minutes.

Enter your zip code to start...

[Submit](#)

Quilt

SIMPLE

- Focuses on simplicity of use.
- Copy/messaging
- Branding is also simple, with monochromatic illustrations/photos
- CTA's as easy to spot in the contrasting blue highlight color

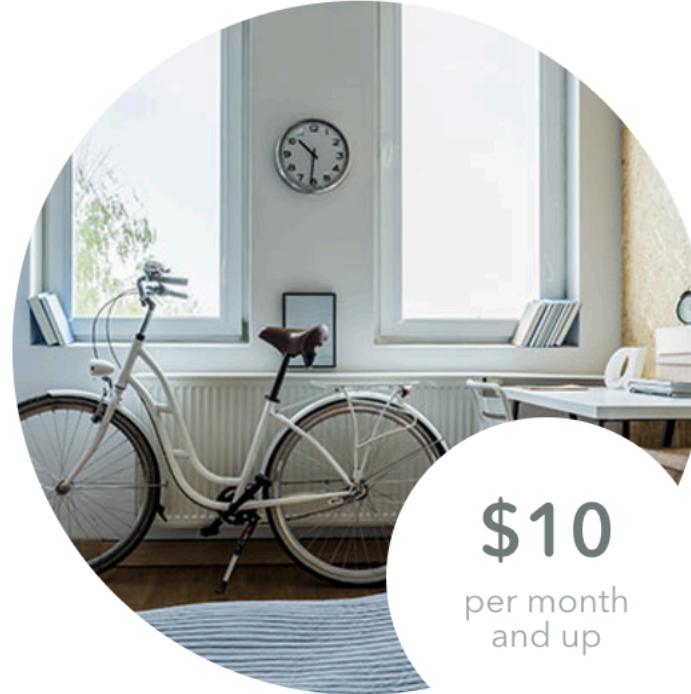


\$25

per month
and up

Affordable

Get just the right coverage
and don't pay for extras you
don't need.



\$10

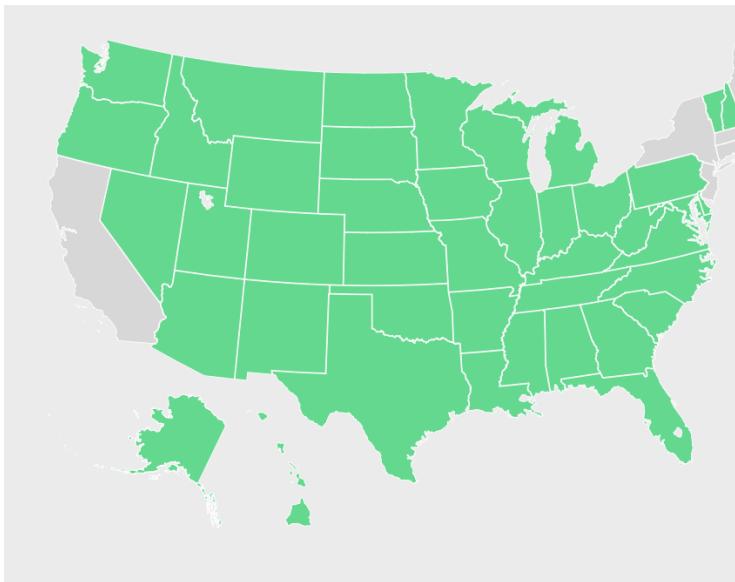
per month
and up

Quilt

AFFORDABLE

- Puts emphasis on pricing.
- Exposes pricing early, as opposed to other brands that hide it behind a personalized form or "get a quote"

Quilt



We're live from coast to coast!

Quilt life insurance is available in 45 states with more on the way!

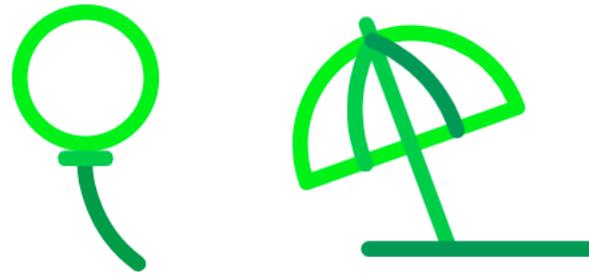
Enter your zip code ...

Submit

AVAILABILITY

- Puts emphasis on its wide availability

Quilt



Renters Insurance



Life Insurance



Quilt

DESIGN NOTES

- Lack of color in photography and illustrations makes the branding feel less friendly/personal
- Branding is simple and consistent



Ladder

Life insurance designed for you.

We understand life is dynamic.

Get the coverage you need today. As your life unfolds, apply for more, or decrease without hassle.

LIFE. IT'S CHANGING.

Get a quote in seconds.

I am a man woman and was born on mm-dd-yyyy.

I'm feet inches tall and weigh pounds.

I do don't smoke. i

My zipcode is . My overall health is 

SEE QUOTE 

Ladder

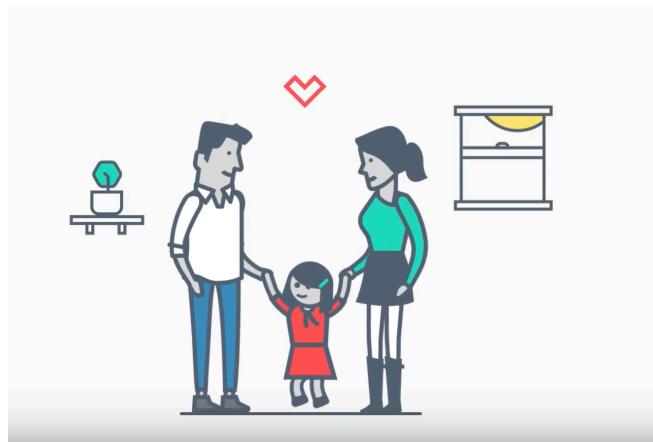
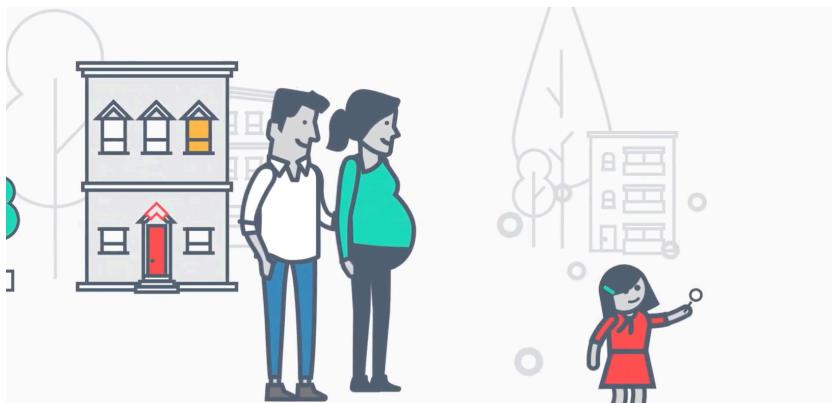
PERSONALIZED

- Highly personalized to the user
- Messaging is all about CHANGE and DIFFERENT lifestyles
- Form is interactive – adds some level of delight to the process for the user

Ladder

Because ...
Love.
That's why.

THE STORY BEHIND LADDER



The delight of a
start-up



the backing of
giants

TechCrunch

FORTUNE

THE WALL STREET JOURNAL

TheStreet

YAHOO!
FINANCE

Ladder

TRUSTWORTHY

- References publications & sponsoring companies to inspire trust in user

Ladder



Instant. Simple. Smart.

GET QUOTE

DESIGN NOTES

- Simple, minimal
- Relies on copy to deliver the message that the plans are highly personalized
- Colors are 2-dimensional/flat
- Not memorable

Fabric

Fabric



Covered in
2 minutes.



Easy does it.

Simple and clear. From start to finish,
coverage in 2 minutes, not weeks.

Fabric

SIMPLE

- Branding is simple
- Messaging is simple
- Illustrations are simple

Fabric

CBINSIGHTS

BUSINESS
INSIDER

THE WALL STREET JOURNAL.

VentureBeat

YAHOO!
FINANCE

“ Getting life insurance with Fabric was so easy. Sliced bread, you have competition!”

— Justin R.



TRUSTWORTHY

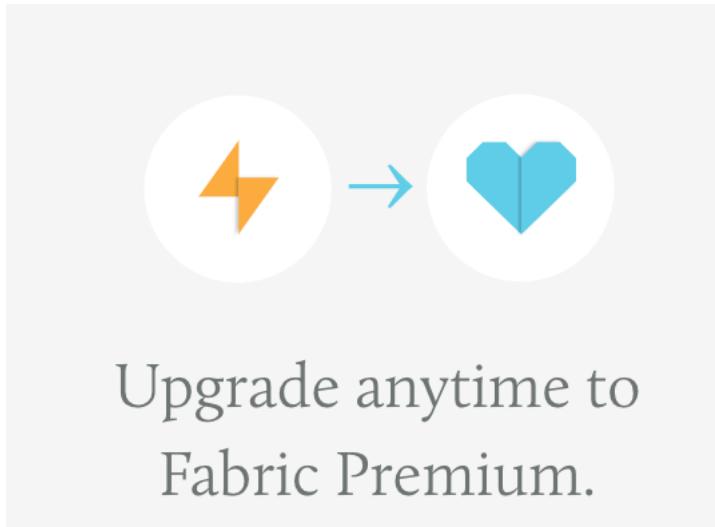
- References publications and sponsoring companies to inspire trust in user
- Includes testimonials from user base

Fabric

Plans start at \$6/mo.

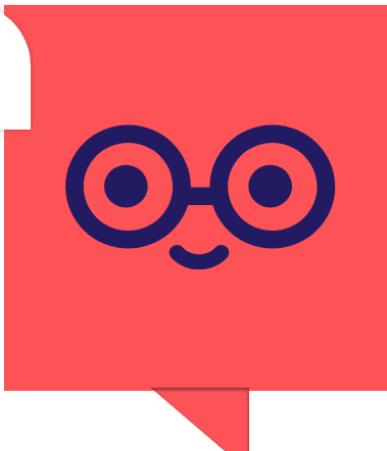
Covered in minutes.

Check Our Prices



Upgrade anytime to
Fabric Premium.

Plans start
at \$6/mo.



Fabric

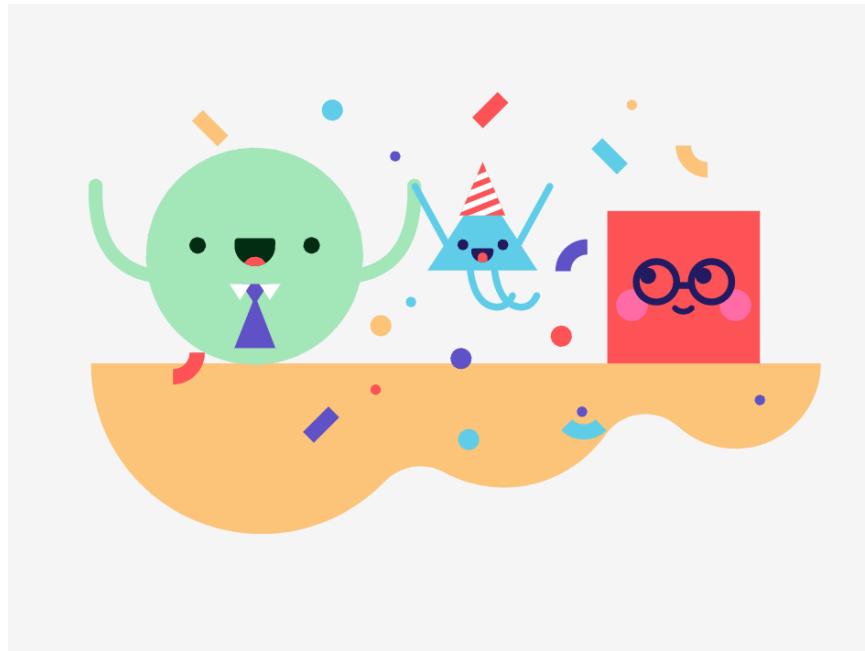
AFFORDABLE

- Puts emphasis on pricing. Feels detached from its user, since messaging is so simple.
- Communicates simplicity of plans, but compromises on relatability

Fabric

DESIGN NOTES

- Branding is purposefully detached from the user
- Icons simplified into shapes
- Everything from typography to illustrations, people are meant to drive home that Fabric is SIMPLE



Fabric



Common Themes

Simple	3
Trustworthy	3
Relatable	2
Affordable	2
Customizable	1