# INSURTECH MARKETING
## THE BIG SHIFT

2019 marked a significant market shift! from the traditional market to the InsurTech market turning insurance into an experience consumers like!
Together with Sapiens who has united 11 companies under ONE Roof, ONE Brand, we brought together insurance leading players for the InsurTech Marketing Conference.

At TitanBrandWise we had the pleasure of creating such a branding shift for several customers such as Setoo who shared their insight on several key topics such as:

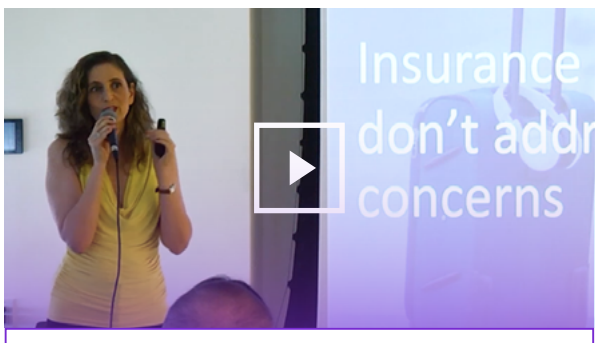
1. Optimizing your shift as an innovative company in a traditional market
2. How to convey the InsurTech experience to traditional market?
3. Differentiation in a saturated market and what is your story? and more...

**BRANDING SUCH A BIG SHIFT IS WHAT WE DO!**
**HERE ARE THE HIGHLIGHTS:**

WATCH VIDEO

Unifying 11 companies under ONE roof, ONE brand
by Yafa-Cohen, CMO, Sapiens

Rebranding Insurance Companies- What are the two pillars all InsurTech companies are focusing on?
Tanya Amar, Founder & CEO, CXP Consulting




WATCH VIDEO

**INSURTECH IS THE BIG SHIFT FOR EVERYTHING THAT'S INSURANCE!**
**TO START YOUR INSURTECH BRANDING TODAY**

**CONTACT US NOW!**

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