

CASE STUDY:

Growth Playbook as a Catalyst for Distinction



Apis Productions evolves The Thompson Agency with a growth playbook.

After more than 50 years in business, Thompson Agency had something many brands spend years trying to build: a strong reputation, deep industry expertise, loyal agent relationships, and a clear sense of who they are.

What they didn't have was a story that reflected it.

Apis Productions partnered with Thompson Agency to evolve their story from the inside out. Through strategic discovery, positioning, messaging, visual identity, brand guidelines, website development, and an enhanced agent portal, we helped Thompson translate decades of experience into a modern brand built for its next chapter.

The goal wasn't to reinvent Thompson. It was to make what was already special about them impossible to miss.

The result: a more distinctive story, a more intuitive digital experience, and a foundation for growth built around one simple promise: **Making Life Easier.**

Project Background

Apis has been a partner with The Thompson Agency since 2019.

A BGA with more than 50 years of history, Thompson is now led by its third generation. The company had built its reputation the old-fashioned way: through relationships, expertise, responsiveness, and consistently showing up for its agents.

But the story (brand and digital experience) hadn't kept pace with the business.

It was time for new leadership to take a step back and ask an important question: **What does Thompson's legacy mean for the company we're building today and the business we want to build tomorrow?**

Apis led a series of strategic discovery sessions designed to uncover what truly differentiated Thompson from the crowded BGA marketplace.

- Where did they want to compete?
- Who were they best equipped to serve?

- What did agents actually value about working with them?
- What made Thompson different from a BGA that simply offered access to products and carriers?

The answers came quickly.

Thompson didn't want to be everything to everyone. They didn't want to compete on commissions or win business through gimmicks. They wanted to be known for something much more valuable: **Being the BGA that makes life easier.**

They are independent. Experienced. High-touch. Relationship-driven. They know their agents and their business. They solve problems. They pick up the phone. And they genuinely enjoy working with people.

We call the work a rebrand, but for Thompson, it was really an evolution of their story and refinement of who they already were, crystalized in a growth playbook.

The challenge was to bring that identity into the present and give it the tools to move confidently into the future.

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Turning What Thompson Knew Into What Everyone Could See

One of the biggest opportunities was taking the things Thompson understood intuitively about itself and codifying them into a growth playbook and brand system everyone could use.

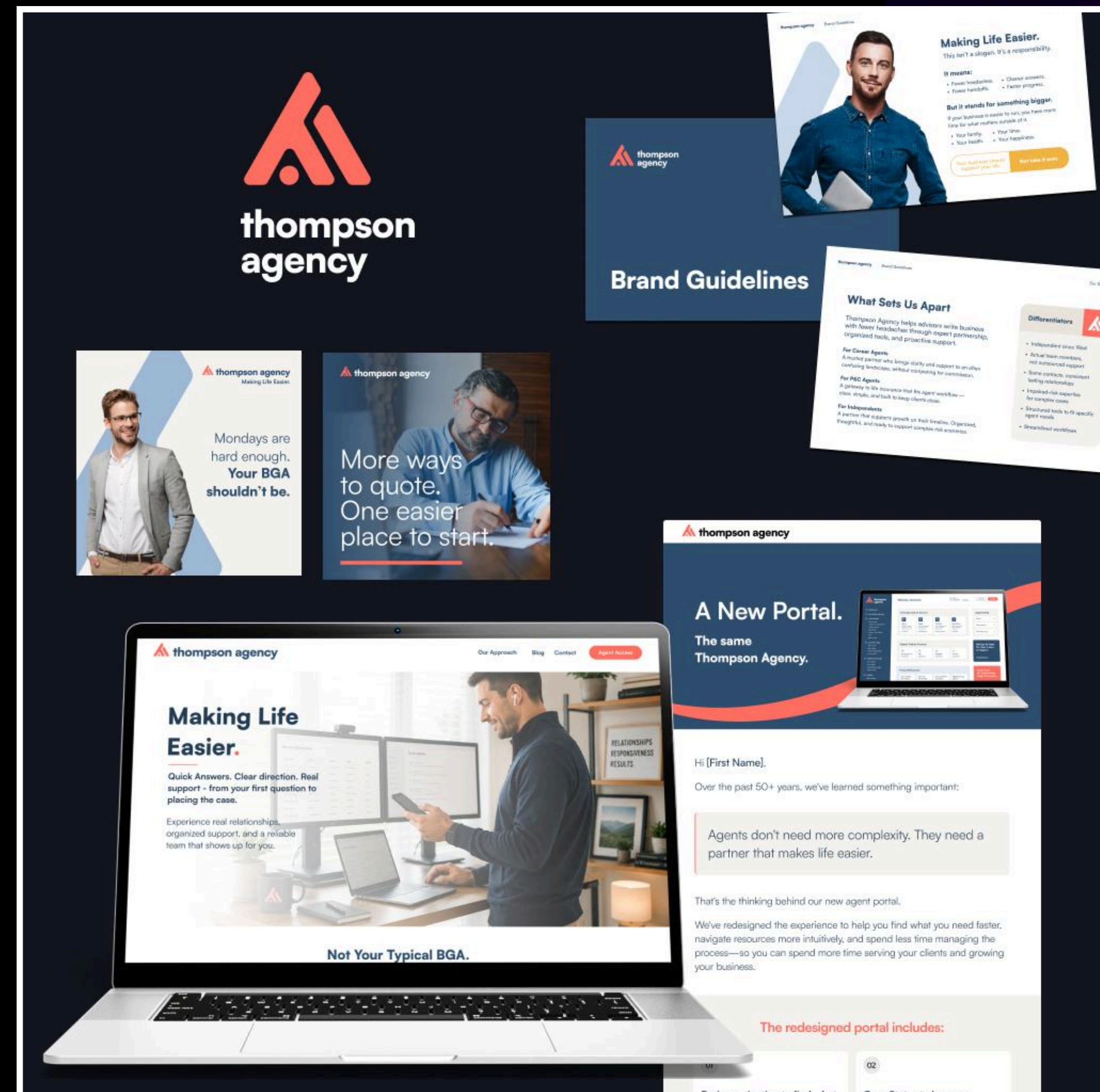
Based on TA's story, we developed comprehensive brand guidelines covering the visual identity, messaging, voice, typography, color, imagery, and application of the brand.

A new logo gave Thompson a more contemporary visual presence.

A refined tagline gave the brand an ownable platform: **Making Life Easier.**

And a clear tone of voice gave everyone—from internal teams to external marketing partners—a shared way to communicate. Whether a message was being developed by Thompson's team, Apis, or with the help of AI, there were now clear guardrails to keep it sounding like Thompson.

The brand no longer lived in people's heads. It lived in a system.



Objective 1:

What Does Thompson Agency Stand For

Prior to defining Thompson's visual identity, we needed to establish a clear understanding of its core purpose and values.

The BGA marketplace is crowded with companies offering similar products, carrier relationships, and services. Competing on product alone wasn't going to create meaningful differentiation.

The strategic opportunity was to compete on the experience of doing business.

Thompson's positioning became centered around four fundamental ideas:

- Ease:** Make the business easier.
- Partnership:** Work with agents, not just for them.
- Reliability:** Be the partner agents can count on.
- Clarity:** Make tools, resources, and processes easier to navigate.

The resulting brand promise was simple:

Making Life Easier.

It went from just a tagline to a strategic filter. If something made an agent's experience easier, it belonged. If it added friction, it needed to be reconsidered.



Objective 2:

How Does Thompson Agency Sound?

✗	“Unmatched commission opportunities.”
✓	“We help you work smarter, not harder.”

The old Thompson brand didn't necessarily sound wrong; it simply didn't have a defined voice.

We created a tone of voice that reflected the people behind the brand: **personable, confident, knowledgeable, helpful, and human.**

Thompson shouldn't sound like a corporate insurance company. It shouldn't sound like a technology platform. And it shouldn't sound like every other BGA competing for an agent's attention.

The voice is confident without being corporate.

Expert without being intimidating.

Friendly without being frivolous.

Helpful without being salesy.

And because Thompson's personality is genuinely part of what makes the company different, we gave it permission to have a little fun.

Life insurance is serious business. Working with your BGA doesn't have to feel like it.

Objective 3:

What Does Thompson Agency Look Like?

The visual identity needed to signal evolution without abandoning the equity Thompson had built over decades.

We developed a refreshed identity that feels modern, confident, approachable, and distinctly Thompson.

The new visual design system established:

- Updated logo and visual identity that was a modern take of the T and A to form the glyph symbol
- Color and typography standards that maintained the brand blues but expanded into fresh and modern design combinations
- Photography and imagery direction reflecting TA's audience
- Graphic elements and design principles
- Digital applications
- Social and marketing templates
- Clear brand usage guidelines

Most importantly, the identity was designed to be **usable**, not just beautiful.

The goal wasn't to create a brand book that sat on a shelf.

It was to create a practical system that Thompson could use every day.



Objective 4:

What Makes TA's Portal Easier?



thompson agency

A New Portal.

The same Thompson Agency.

Hi [First Name].

Over the past 50+ years, we've learned something important:

Agents don't need more complexity. They need a partner that makes life easier.

That's the thinking behind our new agent portal.

We've redesigned the experience to help you find what you need faster, navigate resources more intuitively, and spend less time managing the process—so you can spend more time serving your clients and growing your business.

The redesigned portal includes:

01

Easier navigation to find what you need

02

Case Status to keep you updated

03

04

The website and agent portal became the ultimate test of the brand strategy. If Thompson promised to make life easier, the digital experience needed to actually do it.

The existing experience had accumulated years of information, tools, and resources. The challenge wasn't simply to redesign it.

It was to rethink it around the way agents actually work. We reorganized the experience around agent activities and needs rather than internal organizational structures.

- The new portal brings together tools and resources, including:
- Expanded life quoting capabilities
 - DI quoting
 - Case Status
 - Licensing and appointment resources
 - WebCE and AML resources

The principle was simple: Don't make agents hunt for what they need.

Every feature, page, and piece of content had to earn its place by making the agent experience easier.

Objective 5:

How Do We Communicate?

With the brand strategy, voice, and visual system established, Thompson suddenly had something it hadn't had before: **A consistent foundation for communication.**

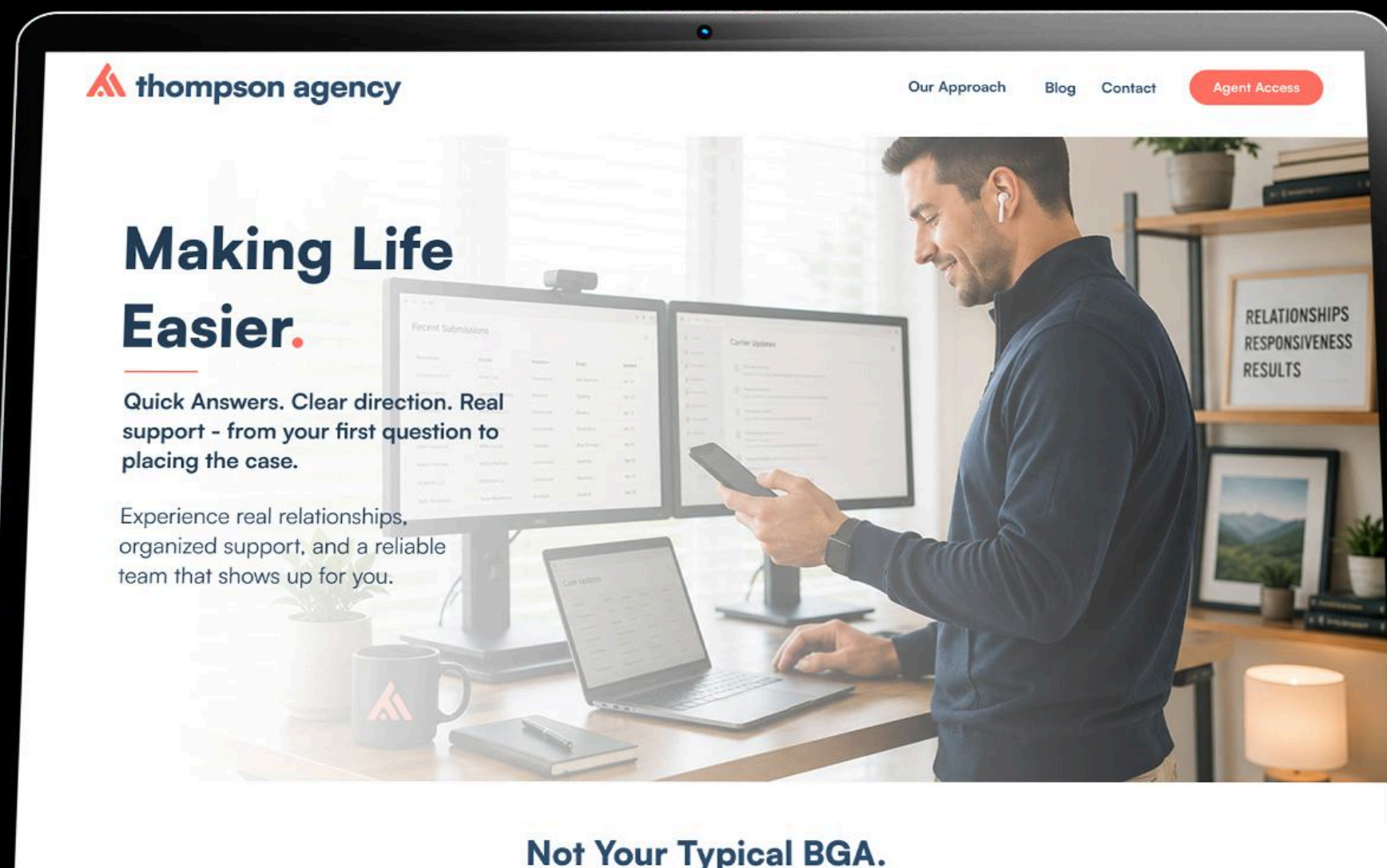
The growth playbook became a common language across everything from website copy and email campaigns to social media, portal communications, and sales materials.

The messaging platform also created a flexible system for talking about different aspects of the Thompson experience.

Making Life Easier could support messaging around:

- Easier quoting
- Easier case management
- Easier access to resources
- Easier underwriting
- Easier client conversations
- Easier business development

The promise stays consistent. The proof changes. And that gives Thompson the ability to build campaigns without constantly reinventing the brand.



Objective 6:

How Do We Acquire New Agents?

The rebrand wasn't created simply to look better. It was created to help Thompson grow.

The new positioning gives the company a sharper story to tell prospective agents: **You don't need another BGA. You need a better way to do business.**

That creates a meaningful point of difference in a category where many companies sound remarkably similar.

The growth playbook now gives Thompson a clear framework for acquisition campaigns, while the improved digital experience gives those campaigns somewhere meaningful to send agents.

The website attracts and educates. The portal delivers the experience. The people deliver the relationship. And the brand connects all three.



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The Outcome

The biggest outcome isn't a new logo, website, or portal. It's alignment.

For the first time, Thompson's positioning, messaging, visual identity, website, portal, and growth strategy **are all telling the same story.**

That story is simple: **Thompson makes life easier.**

- The rebrand gave Thompson a modern expression of a legacy that was already strong.
- The website gave prospective and existing agents a clearer path into the brand.
- The portal turned the brand promise into a tangible experience.
- The guidelines gave the team the tools to protect and extend the brand.

And the growth strategy gave Thompson a foundation for deepening relationships with existing agents while attracting new ones.

Most importantly, the work created a brand that can continue to evolve without losing sight of what made Thompson successful in the first place.

Conclusion

A successful rebrand doesn't always erase what came before it. It finds the value that's already there and gives it a stronger voice.

For Thompson Agency, the work wasn't about becoming something they're not.

It was about looking honestly at what has made the company successful for more than 50 years and building a brand that finally reflects it. Independent. Experienced. Relationship-driven. Human. And committed to making the business of selling life insurance a little easier.

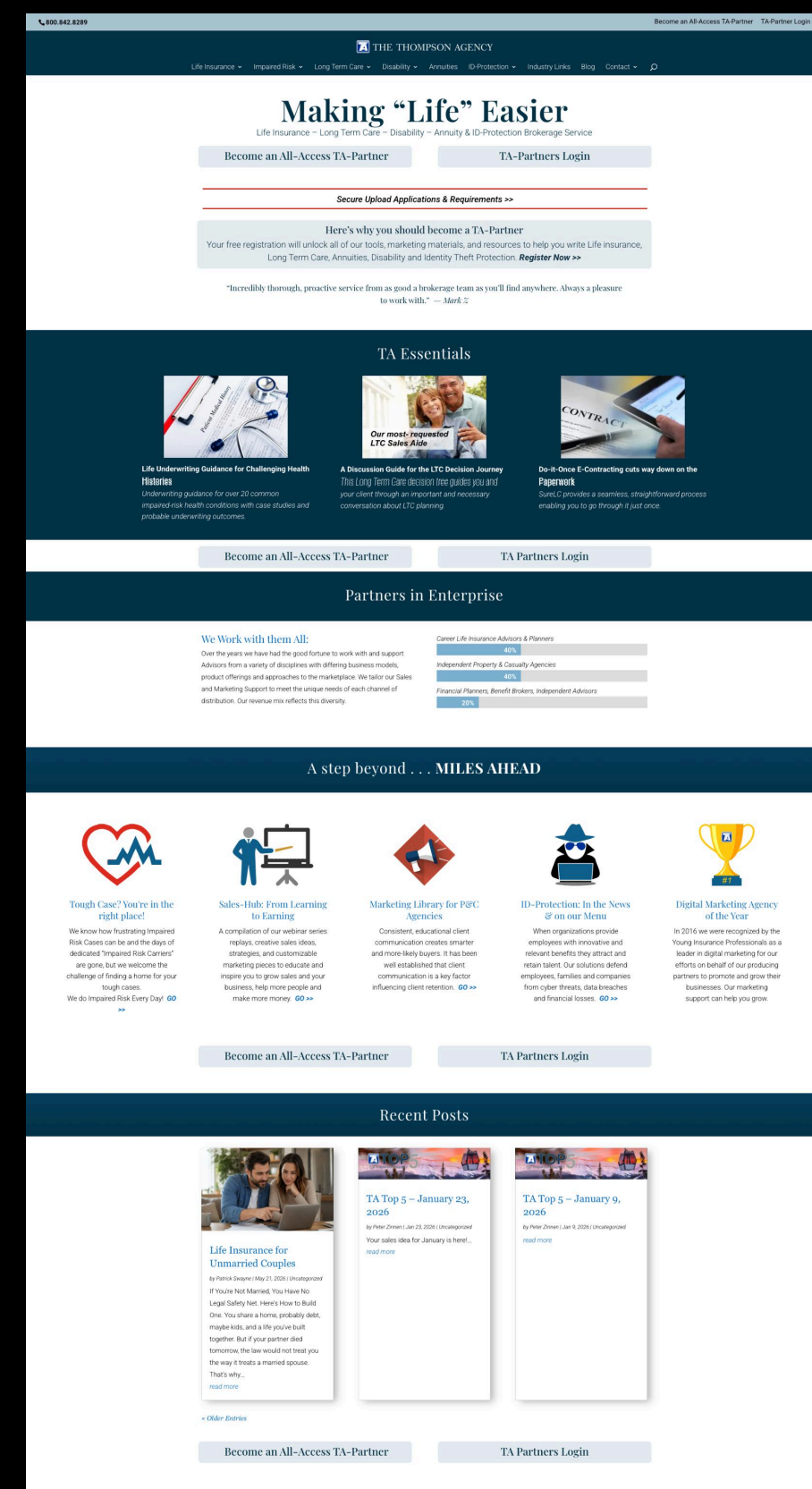
That's the power of a brand refresh when it's treated as more than a cosmetic exercise. It doesn't just change how a company looks, but how the company shows up.

Want to discuss a growth playbook for your company? Let's talk.
Email growth@apisproductions.com

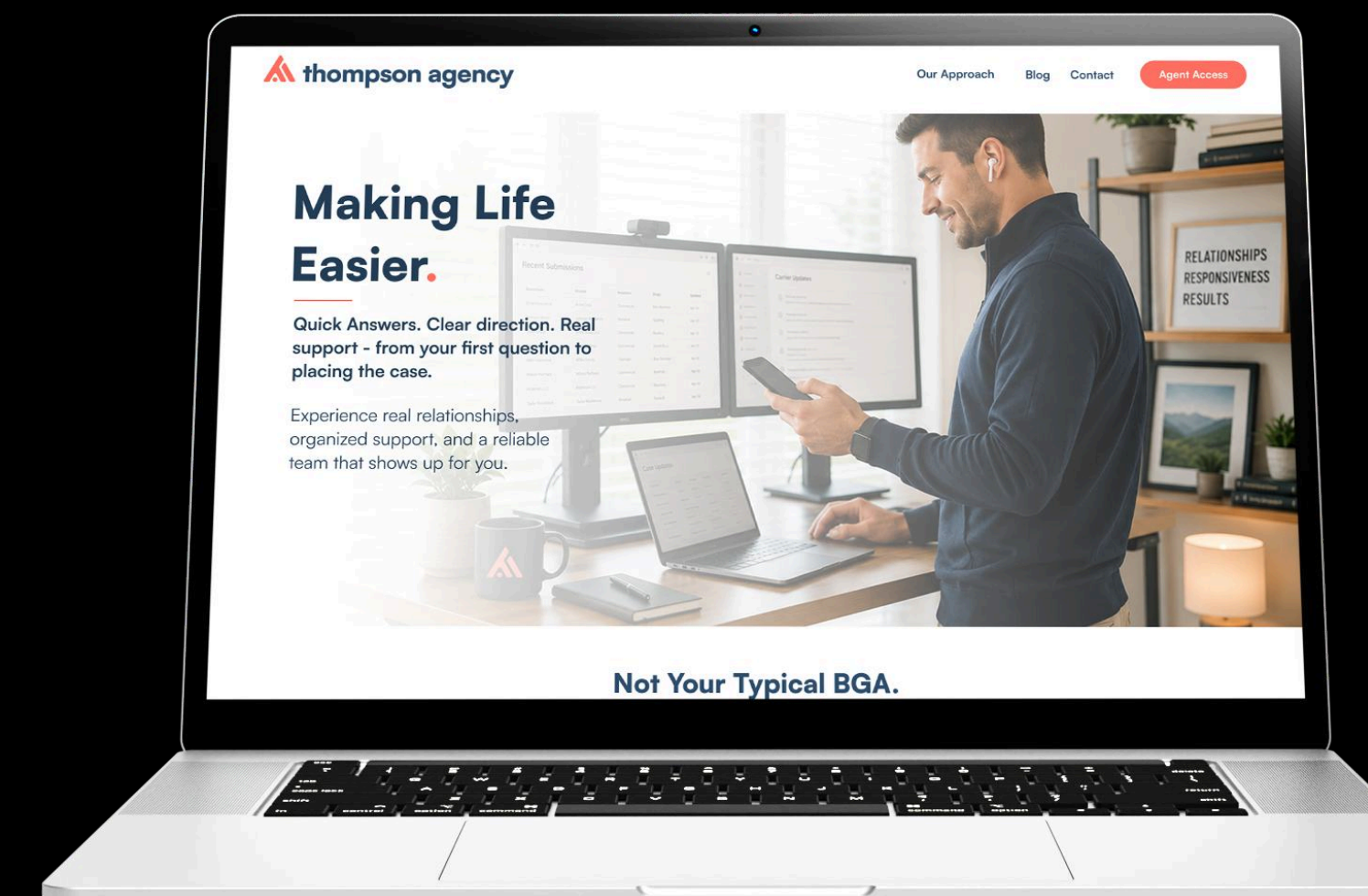
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Before



After



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