

## Protecting transport operators from brand and reputation risk

**Adverse publicity can make or break a haulage, cartage or transport operator. Just one derogatory article in an influential publication can have devastating consequences for a business, regardless of whether statements made in lieu of the claim are true.**

Previously only viable for large well-established businesses, now smaller transport operators can access insurance protection for business interruption and response consultants to help them manage a brand and reputation situation.

Crisis Management insurance underwriter Liberty Specialty Markets (Liberty) has designed a cover specifically tailored for this solution.

### Protection from Adverse Publicity

In the policy, the insured event Adverse Publicity is defined as:

*Adverse Publicity means the reporting of an Insured Event in the media, or any government publication where the Insured is specifically identified, first occurring during the policy period.*

### Consider this scenario



A local haulage firm has a minor accident, causing the vehicle to skid off the road. A local competitor gets wind of this accident and names them in a trade magazine as being careless with both the truck and cargo.

The client calls our Crisis hotline for assistance and risk consultants provide them with guidance on steps to mitigate further brand damage, including when to advise their legal team and what to disclose. The comment is ultimately retracted and an apology provided.

When situations like this occur, companies can incur weeks, or possibly months, of having to try and win back customer confidence in their brand, whether they were at fault or not. The power of media (and in particular social media) has planted the seed of doubt into customer minds and this can be hard to win back.

## What protection is available?

- (a) Response Consultant costs; and
- (b) Business Interruption (limit up to 20% of the Sum Insured)

Coverage is suitable for businesses ranging from turnover of A\$25m and under.

Limit options of A\$100k and A\$200k are available.

## Global reach. Financial strength. Local authority.

Distinct, complex and constantly evolving – every business is as unique as their insurance needs.

To confidently progress in the face of risk and uncertainty requires a level of security you can only achieve through working with specialists.

Liberty Specialty Markets offers a breadth of world-class insurance and reinsurance services to brokers and insured clients. We bring value and solutions to more than 26,000 of Asia Pacific's most significant business and government organisations – helping protect what they earn, build and own.

We're part of the global Liberty Mutual Group, a Fortune 100 company that's been in business since 1912 with a Standard & Poor's 'A' rating.

 [View our office locations](#)

 [Meet our Crisis Management team members](#)



Connect and join the  
Liberty conversation

Liberty is not authorised to provide financial product advice. The information in this document does not take into account your objectives, financial situation or needs. Always consider the applicable policy wording and other relevant documents before deciding to acquire a financial product. © Liberty 2024. Please contact Liberty for a licence to use and distribute this document. This information is current as at 15 March 2024. Liberty means Liberty Specialty Markets, a trading name of Liberty Mutual Insurance Company, Australia Branch (ABN 61 086 083 605) incorporated in Massachusetts, USA (the liability of members is limited); Liberty Specialty Markets Hong Kong Limited (UBI 66395065); Liberty Specialty Markets Singapore Pte Limited (UEN 201538069C); and Liberty Specialty Markets Singapore Pte Limited, Labuan Branch (Company No. LF12903), a licensed insurer under the Labuan Financial Services and Securities Act 2010 (Licence No. IS2016162).

