

AIG Professional Liability for Advertising Agencies



What is Professional Liability Insurance for Advertising Agencies?

- It's an advertiser's business to get its clients into the spotlight. However, the nature of that business opens the door to broad professional liability risks, such as inaccurate advice, failure to deliver promised results, misrepresentation, violation of good faith and fair dealing, or other alleged wrongdoing.
- AIG's Professional Liability Insurance provides customizable Errors & Omissions (E&O) coverage for third-party financial loss claims arising from negligence during the course of doing business.

Appetite

- Maximum limit: \$10M
- Retention: varies based on risk
- Target risks include media advertisers (e.g., television, print, radio, online)

Submission Materials

- Specialty Risk Protector (SRP) application
- Advertising Agents, Marketing, and Public Relations Supplemental Questionnaire

Why AIG

ISSUE

An advertising agency insured produced a digital ad campaign for its client. The client was later sued for intellectual property infringement for improper use of an image in the campaign. The client filed suit against the insured for negligence and fines for the infringement.

SOLUTION

Upon notice from the insured, AIG Claims leveraged its vast industry and claims experience to settle the claim through mediation.

BENEFIT

The insured's claim was ultimately settled for significantly less than the original demand.

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The scenarios described herein are offered only as examples. Coverage depends on the actual facts of each case and the terms, conditions and exclusions of each individual policy. Anyone interested in the above product(s) should request a copy of the standard form of policy for a description of the scope and limitations of coverage.

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