



Vault Strategies
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Vault Strategies Reveals New Website, Branding
Company Maintains Goal of Standing Out from the Crowd

Vault Strategies offers clients a new website and refreshed branding elements that reflect the modern, innovate approach the company is taking toward benefit planning.

The leadership team at Vault Strategies agrees their collective goal is to stand out from the crowd. Every aspect of the organization has been developed to be different than anything that has come before it. Prospective clients quickly note the bold color scheme and eye-catching graphics used across the Vault Strategies website and printed materials. The flashy color palette catches the eye with red and blue-violet tones, which appear in stark contrast to the typical black and white scheme used by most similar companies.

Eliminating complexity was a priority for the team at Vault Strategies when considering new branding. Content was made to be clear, simple, and conversational, avoiding the outdated tone of corporate jargon. Clients have expressed appreciation for the easy-to-understand language, stating it offers a feeling of transparency and trust in the company.

Perhaps most importantly, Vault Strategies' rebranding efforts reflect their client relationship style. With an "anything is possible" attitude and the motivation to develop unique, custom solutions for each client, Vault Strategies offers clients service not typically seen by traditional benefit providers. This makes each client a true partner for the company, rather than a line item. They believe this has contributed not only to their initial success, but their client retention rate as well. Last year, Vault Strategies added an additional Executive Vice President to their leadership team whose main focus is on client relationship management.

Learn more about Vault Strategies at AllThingsVault.com.

Vault Strategies is a leader in healthcare insurance reform. We offer the opportunity for groups to benefit from highly-customized employee benefit packages that are affordable and improve the health outcomes of those insured. Our agency, Precise Benefits Group, works directly with our customers and brokers to determine unique needs which often include affordable, proactive healthcare benefits. Our insurance company, Vault Captive, researches, underwrites, and quickly gets customized products to market. Our method eliminates the traditional healthcare insurance model and offers cost-effective employee benefit programs that work in the best interest of all those insured.

