# YOLOH rebrands to disrupt insurance with playful digital assistant and streamlined identity



In a move to redefine the insurance landscape, YOLOH, a new insurance platform, has undergone a significant rebranding, spearheaded by Bristol-based Taxi Studio. The rebranding effort aims to foster a more accessible and streamlined customer experience, allowing individuals to manage their insurance needs without the burden of extensive paperwork.

Founded with the ethos of enabling customers to focus on their lives rather than paperwork, YOLOH facilitates the process of selecting insurance by offering tailored options and deals based on user input. Additionally, the platform handles renewal processes, further simplifying the user experience.

The rebranding initiative was driven by YOLOH’s ambition to enhance its commercial potential by establishing a credible brand identity that would attract funding. According to the publication Creative Bloq, since the rebrand, YOLOH's brand equity has reportedly increased tenfold, drawing investment from regions including Europe, the Middle East, and the United States.

Central to the new brand is the slogan "Insurance Dejumbled," which serves both as a catchy phrase and a strategic focus. This concept of 'dejumbling' not only resonates with consumers but also serves as a creative anchor, setting the tone for the brand’s communication. The playful nature of the brand is exemplified through the introduction of a digital assistant named Andi, who assists customers in navigating the often convoluted world of insurance. Described as a "diligent, friendly guide," Andi employs animated hand gestures to clarify complex insurance terminology, thereby aligning with YOLOH's mission to simplify the industry.

Martin Fresle, associate creative director of Taxi Studio, elaborated on the inspiration behind Andi, stating, "We knew YOLOH needed an identity to bring its personality to life, and what better way than a character, that’s how Andi was born." The character is designed to provide reassurance and act as a metaphor for YOLOH's promise of making insurance straightforward and approachable.

The rebranding visual identity includes a new logo that is an ambigram, allowing it to be read from both directions, thus embodying the brand's playful spirit and its commitment to simplicity. The primary colour scheme features navy, complemented by vivid aqua and yellow accents, contributing to a fresh look that distinguishes YOLOH from competitors, such as Marshmallow, which adopts a predominantly pink aesthetic.

In addition to the visual elements, the tone of voice has been meticulously crafted, with brand writer Nick Carson developing a "warm, witty and accessible" language. For instance, the phrase 'where your lease meets peace' exemplifies the innovative approach to communication in an industry often plagued with complex and inaccessible terminology.

Manish Bhatt, YOLOH's Chief Marketing Officer, highlighted the significance of the rebranding in securing crucial seed funding. He remarked, "Securing seed funding was a pivotal moment for YOLOH, and our new brand identity played a key role in getting us there." He credited Taxi Studio with providing not just a brand, but a distinctive, compelling narrative that resonates with potential investors.

The rebranding process posed challenges, particularly in creating a brand that could penetrate the cluttered insurance landscape filled with complexity and distrust. Fresle noted, "Our biggest challenge was cutting through that noise with clarity and character," highlighting the need to build immediate trust while maintaining a sense of fun and approachability.

With a renewed identity and financial backing, YOLOH is poised to launch into the market with the goal of transforming the insurance experience, making it simpler, more intelligent, and significantly more engaging.

Source: [Noah Wire Services](https://www.noahwire.com)

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