

AMBASSADOR PACK

Waggle

WHO IS WAGGEL?

Ignore insurance stereotypes, we're a different breed with new and improved traits.

OUR STORY

Waggel was founded as a response to a problem: pet insurance wasn't working for pet owners.

As pet owners ourselves, we know that great happiness can be found in the unconditional love that forms the relationship between pets and people.

Nothing should stand in the way of this, even though pet ownership can be stressful.

This led us to create a simple, enjoyable pet insurance product that empowers and reassures a new generation of pet owners.



PET INSURANCE

SUCKS!

SO WE CHANGED IT.

WHY WAGGEL?

- Everything about us is simple and transparent
- We go the extra mile with our members - exclusive rewards, discounts, and competitions
- Your opportunity to partner with a brand (us) that is challenging the status quo (boring insurance)
- Reach a millennial audience



OUR VALUE PROPOSITION

We want our members to live their best lives with their pets. When someone is insured with us, they can benefit from...

Free month of insurance:

With your code, customers will have their first month of insurance totally free.

Behaviour + Nutrition sessions:

Understanding your dog's behavioural and nutritional needs can be a bit of a struggle at times. We offer all members free unlimited consultations with our specialist, Junior of Heal the Dog.

Rewards:

Handpicked discounts and giveaways, because our small friends deserve a treat every now and then.



OUR VALUE PROPOSITION

FirstVet:

Got a sick pup or kitten? Get access to free video vet consultations.

Personal customer champion:

No-one likes playing pass-the-parcel with call centres, that's why every customer who gets in touch with Waggel is allocated a personal customer champion.

Claims processed within 14 days:

We understand that paying out large vet fees can be very stressful. That's why we aim to process all claims within 14 days.



THE AMBASSADOR PROGRAMME

**Waggle's Ambassador programme is a great opportunity
for dog and cat lovers to get their audience excited
about pet insurance ...and make some money!**

THE AMBASSADOR PROGRAMME

We know this might sound unusual, but trust us when we say we make pet insurance fun!

We're always on the lookout for new Ambassadors, particularly those who share our passion for cats and dogs.

Let's face it, who doesn't like a little bit of extra cash? Our programme is a great way to earn commission by sharing your unique Waggel link with potential customers. Plus you'd be making life a whole lot easier for new pet owners.

There's absolutely no pressure to refer potential customers. You can give out your link wherever and whenever you want to.

Waggel



WHAT'S THE CATCH?

There is none! By becoming a Waggel Ambassador you join the cool club and get access to:

- Money!! We pay out £40 for every dog and £15 for every cat that joins Waggel
- £30 for every Ambassador you refer to our programme that makes 5 sales. Just send us an email with who you've referred
- Commission paid quarterly straight to your bank account
- Ambassador pack and Waggel assets
- Email updates from Waggel
- Ambassador portal to view your sales



HOW DOES IT WORK?

Step 1: Use this [link](#) to sign up!

Once you've signed up as a Waggel Ambassador, you'll gain access to a dedicated portal and an affiliate link to help us track your progress and pay your commissions.

If someone clicks on your link and buys insurance from Waggel, you make some money!

Really simple and easy. Just the way we like it.

YOU COULD SHARE YOUR LINK...

- **On your website — in a blog or content related to pet insurance or getting a pet**
- **Face to face (you know, when you're not on Zoom)**
- **In newsletters and emails**
- **Instagram bio or Instagram story**
- **On other social media channels**

INSURANCE 101

Ignore what you know about pet insurance...

Waggel's policy is all-inclusive and could save pet owners thousands over their lifetime.

We cover dental, hip issues, cancer and other costly conditions to ensure they have complete peace of mind.

WHAT IS LIFETIME PET INSURANCE?

So what is it all about we hear you ask?...

Lifetime pet insurance is the most comprehensive type of pet insurance policy for a pet.

At Waggel, we only offer an annual limit lifetime pet insurance which means that a pet is covered for a set amount each year and the value renews every year.

Lifetime pet insurance also means that a pet's conditions are covered for the remainder of their lives, as long as they're still insured with us. So if a pet develops a condition during its first year, for example cancer, we will cover this condition for the remainder of its life.

EXAMPLE

If a pet was insured under our £1,000 per year annual limit, this would mean that the pet owner could claim for multiple conditions up to a maximum total of £1,000 per year.

However, if any of the claims or conditions exceeded the annual limit, this would need to be self-funded by the pet owner until their limit renews.

HOW DOES ANNUAL COVERAGE WORK?

Cover for vet fees for accidents, illnesses and conditions up to an Annual Coverage.

This includes emergency treatment, while on holiday outside of the UK, but within a member country of the Pet Travel Scheme (PETS).

The Annual Coverage refreshes at renewal.

Within a pet's Annual Coverage, we do limit the maximum annual claim amount on specific treatments so that we can keep their policy affordable.

ANNUAL COVERAGE

OPTIONS

£1,000

£2,000

£4,000

£6,000

£8,000

£10,000

COVERAGE LIMITS

The maximum annual claim amount on specific treatments:

Complementary Treatment: £1,000

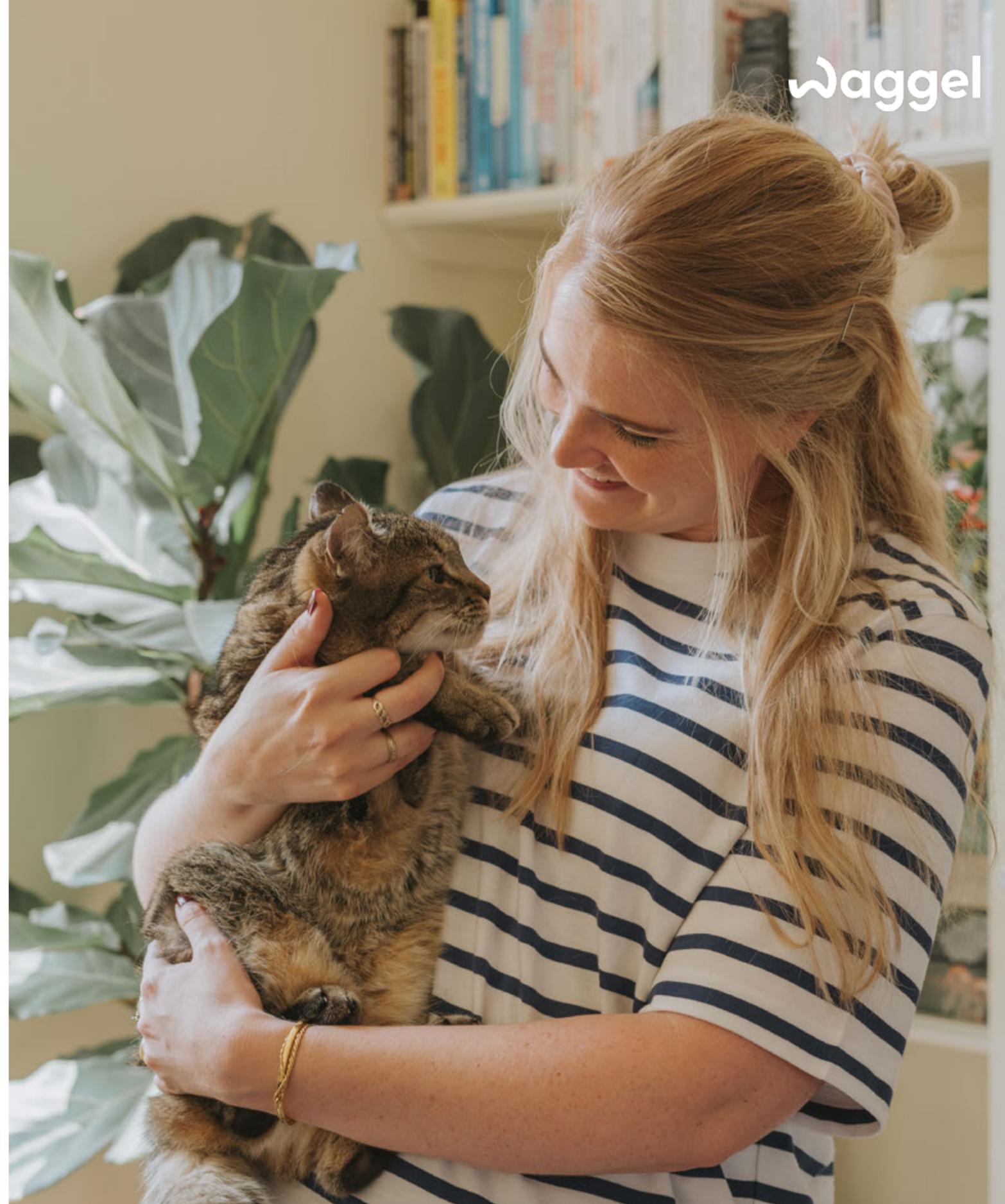
Physiotherapy, hydrotherapy, acupuncture, osteopathy, chiropractic, homoeopathic, herbal medicines or laser treatment administered by a suitably qualified practitioner following a recommendation by a vet.

Behavioural Treatments: £1,000

The treatment of behavioural illness, caused by a mental or emotional disorder as diagnosed by a vet.

Dental Treatment: £1,000

Dental treatments caused by an accident or illness.



ADDITIONAL COVERAGE

Death from accident or illness: £1,000

Payment if a pet dies during the policy year or is put down for humane reasons due to injury or illness that happened or started during the policy period.

Third Party Liability: £2,000,000

Compensation of claimant's costs and expenses, along with legal costs and expenses of defending a claim made against a pet owner where property is damaged or someone is killed, injured or becomes ill as a result of an incident involving their pet and they are legally responsible.

Theft or stray: £1,000

Payment if a pet is not found within 45 days of being lost or stolen.

Emergency Treatment Abroad

We will pay for a pet's emergency treatment, while the pet owner and pet are on holiday, outside of the United Kingdom and Guernsey but within a country that is in the European Union and a member of the Pet Travel Scheme (PETS) on the DEFRA Website.

WAGGEL VS THE COMPETITION...

They say comparison is the thief of joy, but when you have as much to offer as Waggel, it would be a shame not to show you how we fare against the competition.

	Waggle	Tesco Premier	Petplan Covered for Life [®]	Typical Condition Based Policy
Reoccurring conditions	✓	✓	✓	✗
Dental	✓	✓	✗	✗
Perks & discounts unique to your pet	✓	✗	✗	✗
24/7 video vet	✓	On request	✗	Brand dependent
Fully digital claims	✓	✓	✗	✗
Track claims in real-time	✓	✗	✗	✗
Access to your personal claims handler	✓	✗	✗	✗
Online behaviour consultations	✓	✗	✗	✗
Supports a charity of your choosing	✓	✗	✗	✗
Payment for loss, theft or death	✓	✓	Policy dependent	✗

WAGGEL ASSETS

We've pulled together some assets to help you on your Ambassador journey.

Click on this [link](#) to access the files in the Google Drive.

LOGO: WORDMARK

Our wordmark is our primary logo.

Simple and clean but with a characterful 'W' which takes the shape of a dog or cat.

The image shows the wordmark logo for 'Wagggel' in white text on a solid blue background. The letter 'W' is stylized to resemble a wavy line, similar to a dog's tail or a cat's whisker. The remaining letters 'agggel' are in a clean, sans-serif font. The 'g's have a rounded, friendly appearance.

LOGO: CONSTRUCTION

The logo should sit alone and always readable, and have clearance around it of the size of at least 50% of the size of the logo's W.



LOGO: COLOUR

The logo should always be readable and not clash with any other colours used.

Use the full colour blue logo on white backgrounds where possible.

When using the logo on coloured backgrounds or on top of images, the white or black colour logo can be used.

The logo 'Waggel' is displayed in a vibrant blue color against a plain white background. The letter 'W' is stylized with a rounded, wave-like top.The logo 'Waggel' is displayed in white against a solid blue background. The letter 'W' is stylized with a rounded, wave-like top.The logo 'Waggel' is displayed in black against a plain white background. The letter 'W' is stylized with a rounded, wave-like top.

COLOUR PALETTE

Our colour palette reflects the character of the brand.

Bold like Waggel's approach to transforming pet insurance. Bright in aiming for a world of delight and joy.

Waggel blue is always our dominant colour.

The set of bright colours provide life and visual variety but never overwhelm. Koda white and Penny black feature prominently and balance the vivid palette.

Waggel blue

R0 G189 B255
#00BDFF

Koda white

R255 G255 B255
#FFFFFF

Penny black

R33 G39 B52
#212633

Sailor yellow

R255 G227 B51
#FFE333

Soft purple

R105 G144 B255
#5C8EFF

Sea green

R47 G244 B197
#2EF5C4

Cherry pink

R244 G55 B188
#F53875

STICKERS

Playful and fun graphic elements to push our brand further.

Stickers are a big part of our visual identity - giving a playful and fun feel to our messaging.

Pet Insurance Sucks is our tagline so this sticker is often used the most.

We have a collection of stickers that can be used for different situations, from promoting our brand to new customers to highlighting some of our exclusive features.



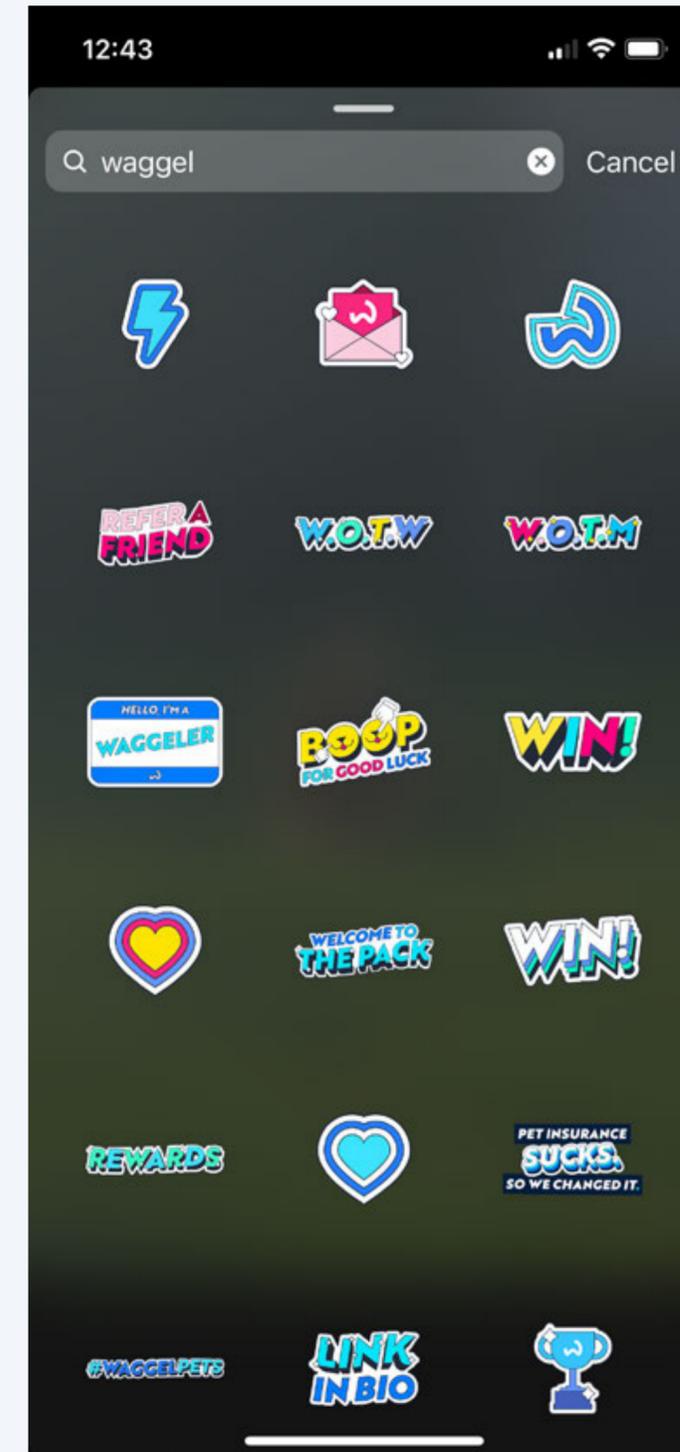
STICKERS

Our stickers are also available to use on Instagram Stories via Giphy!

Search for 'Waggel' to access our social stickers.

These can be used on stories to add a fun and playful feel to your content, as well as increasing brand awareness.

Waggel



IMAGERY

Pets (and their owners) take centre stage in our photography.

The images we've included for you are available in square, portrait and landscape to work in a variety of different contexts.

Square will work best for in-feed posts on social channels, while portrait will suit Instagram stories and landscape would work well for any website / blog content.



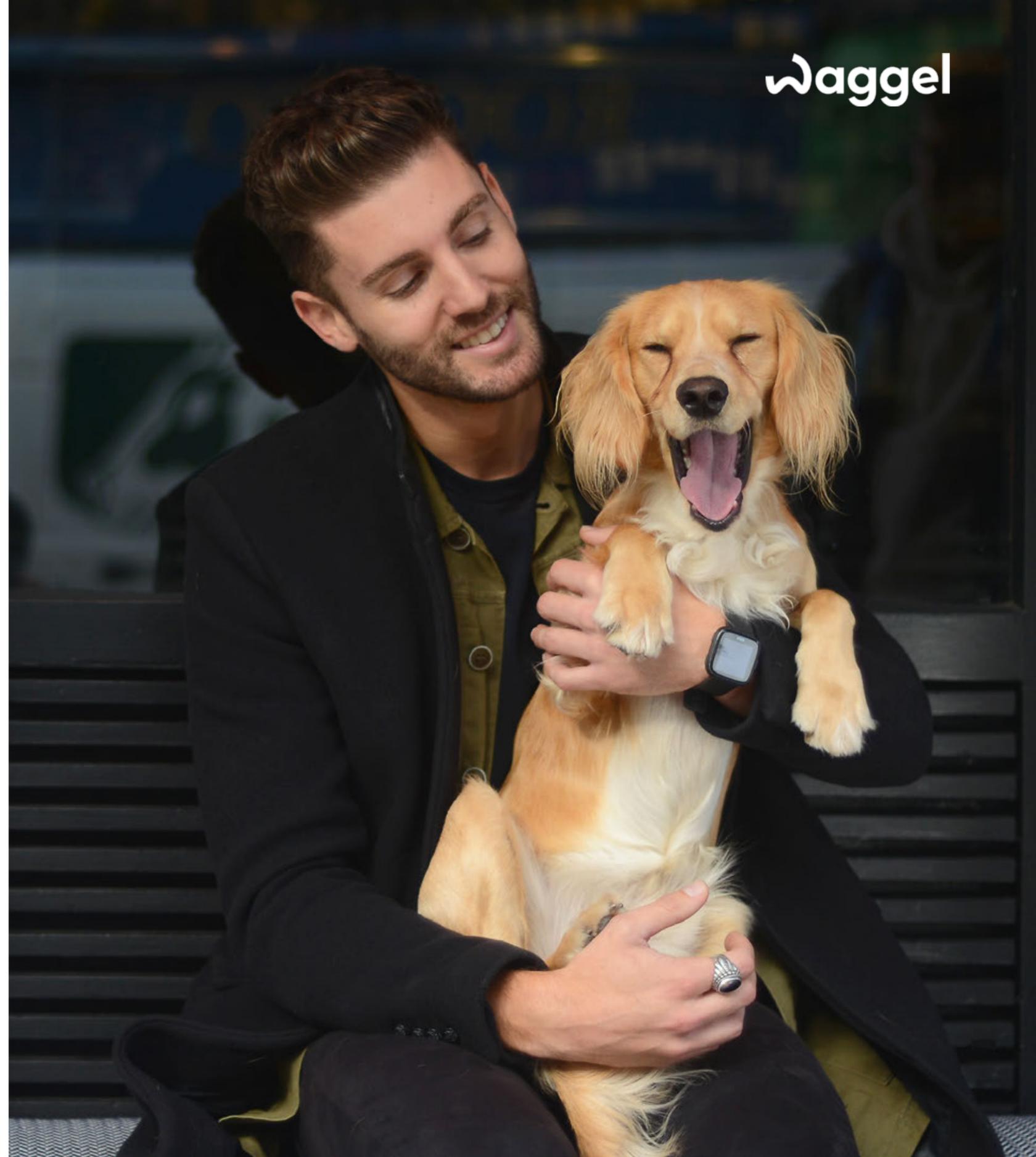
ADDITIONAL OPPORTUNITIES

Here at Waggel, we have so many friends in the wonderful world of pets and we would like you to get to know them as well.

That is why our Ambassadors have the opportunity to make additional income and referrals on behalf of other brands who work with Waggel.

We currently have an opportunity for you to work as an Ambassador for Butternut Box.

For more information click [here](#).



CONTACT DETAILS

If you have any queries or issues please don't hesitate
to contact us at: ambassadors@waggle.co.uk