

Why AAMI loves TV



AAMI has a strong heritage of using television and humour to successfully engage audiences. Its latest effort is no exception.

Background

AAMI understands that many Australians are paying more than they need to for insurance. Last year, to underline the competitiveness of its pricing AAMI's advertising featured a series of light-hearted TV executions which told people 'There's a better way to save'. These focused on the funny (and often fruitless) things people do to save money: such as the father who takes a family on an outing on a hot summer's day and tries to save by not using the car's air conditioning; or the Dad who tried charging his kids a fare for their lift to school (morning Max!).

The ads got people thinking of ways to save money, and then presented them with a better option – switching to AAMI.

Objectives

At the beginning of 2008, AAMI's agency, Badjar Ogilvy was again set the challenge of telling Australians that AAMI could save them money. As in previous work, AAMI wanted to convey this message with humour through the use of memorable and engaging characters. The aim was to increase brand awareness and drive sales.

Target Market

Insurance is a product for anyone who has something to protect (a car, home or belongings) – so AAMI has a very broad audience. However, the core target for the campaign was People 25-49.

The Solution

A campaign was developed with a new twist on the 'save money' message. This time, instead of people saving money to benefit themselves, we see things from a different perspective; 'Save for their sake'.

CASE STUDY: AAMI

The Solution (continued)

In all three ads created for the campaign, the central character sends a message to a loved one under the pretence of wanting them to save money by switching to AAMI.

The popular and much-talked about 'jewellery store' execution sees a girl pleading to her boyfriend, 'Toddy' to save money, in the hope that he will one day soon present her with an engagement ring. The ad is a light-hearted take on the notion that women are sometimes ready to tie the knot well before their partners have even considered the idea.

The other executions feature a young boy who is hoping for a new remote control car and twins who desperately wanted some new (non-matching) clothes.

The 'jewellery store' execution is aimed at the younger end of the core target; while the 'toy car' and 'twins' executions were aimed at the older end of the spectrum; those who were more likely to be parents.

The core ideas from the 30 sec TV ads were all leveraged across other elements of the marketing mix including press, radio and online.

The Role of TV

AAMI maintains a strong on-air presence right across the year with the aid of its sporting telecast sponsorships (summer cricket, AFL and NRL). They say this strategy has worked well in keeping AAMI top-of-mind in a marketing landscape that is increasingly commoditised and features high levels of switching behaviour.

Television was employed in the campaign because of its ability to raise awareness with a broad audience. In particular, the way television could get their brand talked about. The 'jewellery store' execution became a perfect example of this, generating lots of conversation whenever it airs.

Results

When the 'jewellery store' execution came back on air in June this year, AAMI saw its advertising awareness score reach a record high of 83 per cent.

AAMI executive manager of marketing, Richard Riboni, says the campaign works on many levels. "It has led to an increase in calls and an increase in sales," he says. "But just as important, it has been responsible for implanting the brand on the public; there is no mistaking or misunderstanding that 'that' commercial is for AAMI."

Who

Client: AAMI
Creative Agency: Badjar Ogilvy Melbourne
Media Agency: Starcom MediaVest