



## AAMI engages more viewers.

AAMI is one of Australia's leading insurers and knows a thing or two about how to connect with its audience. Maintaining a year-round presence on television through its various sponsorships and utilising humour in its television commercials has helped keep AAMI top-of-mind in a very competitive category.

Given AAMI's successful track record, it comes as no surprise that TV was again chosen to lead AAMI's latest campaign.

The objective of the campaign was to tell Australians that AAMI could save them money on their insurance in a compelling and engaging manner and the TVC does just that. The ad features a young woman in a jewellery store sending a message to her boyfriend "Todd". She lets him know, in a not-so-subtle way,

that he could potentially buy an engagement ring with the money he saved by switching to AAMI.

The campaign not only resulted in increased sales, it also achieved record high brand awareness of 83 per cent.

AAMI's 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 in the minds of the public. There is no mistaking or misunderstanding that that commercial is for AAMI."

For more information on how TV can ring in real results for your brand visit [thinktv.com.au](http://thinktv.com.au)

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Think TV is a marketing initiative of Free TV Australia.