



The un-hard way to re-energise your brand.

In 2008 NRMA Insurance - one of Australia's leading insurers - needed H.E.L.P.

NRMA Insurance's advertising message was perceived as old-fashioned by its target audience and insurance companies in general were coming under increasing pressure to prove their value to a disillusioned consumer base.

The insurance category as a whole was guilty of focusing exclusively on price. And because insurance is an intangible benefit, the industry's price focus left consumers with no sense of what they were actually purchasing.

So as the market leader, NRMA Insurance took on the responsibility of revitalising itself and the entire insurance category in the process.

Consumer research conducted by NRMA Insurance revealed that 69% of people in NSW worried about life's everyday stresses. It was this insight that became the impetus for a new campaign designed to highlight NRMA Insurance's real benefit - that what you're buying is freedom from worry.

The creative leap began with a word: 'Unworry.' And from there it was discovered that the power of 'Un' could

turn a negative situation on its head just by adding two tiny letters.

Though 'Unworry' was a completely integrated campaign, television was critical in reaching and engaging NRMA Insurance's target market. But it did more than just that. Television conveyed the tone of voice, the positive character and the optimistic attitude of the NRMA Insurance brand. Television laid the groundwork which was then echoed through a range of other media.

NRMA Insurance Group Marketing Manager Lynette Argent couldn't be happier about the campaign's success: "The campaign helped NRMA Insurance reaffirm its leadership position by providing a real and tangible benefit to consumers - total peace of mind!"

In the six months following the campaign launch, insurance policy sales increased by a massive 18%. Not bad at all, or perhaps we should say un-real.

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To shift brand perceptions **thinktv**