

Intact Insurance launches advertising campaign that reflects what matters most to customers

TORONTO, Feb. 19, 2013 /CNW/ - Intact Insurance, Canada's largest home, auto and business insurance company, unveiled its third national advertising campaign since the launch of its brand in 2009. The ads, which are centred around the belief that "insurance is about people, not things", seek to build an emotional connection by focusing on what matters most to customers - getting them back on track after an unexpected event.

"The campaign was created with customers in mind," said Monika Federau Senior Vice President, Marketing of Intact Insurance. "We understand that customers want to get back to enjoying their everyday lives after the unexpected happens, as quickly and as easily as possible, and we're committed to delivering on our promise."

The brand campaign promotes Intact Insurance's 'within seconds' response time, 24/7 claims service and coast-to-coast presence, which contribute to delivering an outstanding claims experience that is second to none. The ads invite customers to talk to their broker.

Focused on people, the campaign consists of television and online advertising to depict a range of situations where families get back to their normal routine after an incident. The 30-second television commercials, which debuted nationally yesterday, will air across a wide range of network and specialty television channels throughout the year, while 15-second videos and display advertisements will appear online.

For more information about the ad campaign, please visit <http://media.intactinsurance.com>

About Intact Insurance

Intact Insurance is Canada's largest home, auto and business insurance company, the choice of more than four million consumers. Its coast-to-coast presence and its strong relationship with insurance brokers mean the company can provide the outstanding service, comfort and continuity customers deserve.

Intact Insurance is a member company of Intact Financial Corporation (TSX: IFC). www.intactinsurance.com / www.intactfc.com

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