belairdirect Unveils Major Social Media Campaign

Montreal, April 3, 2013

belairdirect, the first insurance company in North America to have provided online auto insurance quotes directly to customers, is taking another innovative step by launching a large-scale social media campaign. In an effort to enhance the customer experience, the company is creating a distinctive new virtual presence on Facebook, Twitter, YouTube, LinkedIn and Google+ that offers closer and more personal contact.

A new spokesperson: the Little Knight

belairdirect will be enlisting the services of its emblematic Little Knight to engage with customers! Upfront, to the point and armed with a good sense of humour, the Little Knight comes to life with his very own Twitter account (@bd_LittleKnight). Internet users can also talk to him on the **belairdirect** Facebook page (facebook.com/belairdirect) to learn more about the company's new products and services and obtain clear and simple information about insurance solutions.

An enriched Facebook page and a new Twitter service

Offering customers a unique and complete insurance experience, the **belairdirect** Facebook page incorporates the option of chatting directly with an insurance agent or claims representative. An industry first, this is a whole new way to serve customers wherever they happen to be!

The Facebook page will also complement the **belairdirect.com** website by allowing visitors to apply for jobs directly via the Careers tab, where available positions are posted. The page also features video testimonials and a gallery of employee photos.

Finally, to assist customers who need some help, **belairdirect** is now offering a real-time helpline on Twitter (@belairdirect). Internet users can get advice from insurance agents and claims reps who will do everything in their power to find personalized solutions for everyone who requests assistance.

belairdirect, the reference for Web-based insurance solutions

This social media campaign is part of a larger interactive communication strategy that will also involve the launch of a new website this spring. Designed as a platform for virtual communication and service provision, the new website will reflect the values of **belairdirect**, combining the presentation of new and affordable insurance solutions with a real-time advisory service.

Source:

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About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in the world to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada (TSX : IFC - www.intactfc.com). For more information, please visit www.belairdirect.com or follow **belairdirect** on Facebook, Instagram and Twitter.

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