

Intact Insurance extends its award-winning campaign with a new series of ads that feature its own employees

TORONTO, March 16, 2015 /CNW/ - Intact Insurance, Canada's largest provider of home, auto and business insurance is launching its 2015 national television and online campaign today. The ads focus on the company's 30 Minute Claims Guarantee in action, while informing viewers that its call centres are open after hours and that Intact offers insurance for businesses. The campaign also features members of Intact's own claims department, the people who deliver the exceptional service experience that Intact Insurance has built its brand on.

Although the company has roots dating back more than 200 years, the Intact Insurance brand is still relatively young. Launched in 2009, Intact Insurance set out to become the leading property and casualty insurance company in Canada by delivering outstanding service and support. Today, more than four million customers, coast-to-coast, count on Intact Insurance to protect the things they care about; their homes, their cars, and their businesses. "We are extremely proud of what our brand stands for," said Monika Federau, SVP & Chief Strategy Officer. "Our commitment to outstanding service and support is what sets us apart from other insurers, and is what customers have come to depend on."

To help communicate this brand promise, the company chose to use real Intact Insurance employees in the television ads. Although the incidents depicted in the ads are dramatizations, the responding employees believe that the calls are from real customers who need their assistance. Not only does this speak to Intact's confidence in its employees, it speaks to the value that the company places on its employees. "Our front line claims staff not only embody the customer-centric values of the company, they are a fundamental aspect of our superior claims service," added Monika Federau.

The company is building on a very successful campaign which it initially launched in 2014. "Customer response to last year's 30 Minute Claims Guarantee campaign was extremely positive, as reflected in our brand measurement scores including a 25 per cent increase in unaided brand awareness. We believe the message is still highly relevant to both our business and to consumers," said Anna Rajpat, VP Brand Development & Customer Experience.

Beginning today, two 30-second TV spots will be broadcast in English and French on major networks for 10 weeks, with a third spot scheduled to start airing in May. The integrated campaign will be supported by online ads. The TV ads encourage consumers to speak to their insurance brokers for more information.

Creative for the TV, web and print advertising was produced by Cossette Communications. Havas Media was responsible for the media strategy and buy. The commercials can be seen by visiting:

www.intact.ca/advertising-campaign (English)

www.intact.ca/campagne-publicitaire (French)

About Intact Insurance and Intact Financial Corporation

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 (www.intact.ca) is a member company of Intact Financial Corporation (TSX: IFC), the largest provider of property and casualty insurance in Canada (www.intactfc.com).

SOURCE Intact Financial Corporation

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