

Travel through time with belairdirect's new national advertising campaign: how far has insurance come?

belairdirect's new national advertising campaign, featuring everyone's favourite knight, shows just how far insurance has come. The campaign presents belairdirect's online quick quote tool – the fastest, simplest and most evolved way to get a car insurance quote in three minutes.

The advertising campaign transports viewers to medieval times to demonstrate how **belairdirect** customers can get a leg-up when it comes to protecting their rides. The concept portrays an unusual interaction between **belairdirect**'s knight and a medieval one, showing how much simpler it is to protect your assets now than it was in the past.

"With this new advertising campaign, we wanted to show that we are constantly evolving and trying to make insurance as easy and simple as possible for our customers," said Martine Bouthillier, Marketing Manager at **belairdirect**. "We moved **belairdirect**'s witty knight out of the boardroom to his natural setting, sending him back in time."

The Coverage Advisor is an online tool that helps people select their car insurance coverage by showing what clients with similar insurance profiles (age, gender, vehicle type, etc.) have chosen in the past. By viewing **belairdirect**'s recommendations, they can be sure that they are getting the right coverage for their needs. With this new website component, **belairdirect** once again delivers on its promise to simplify insurance.

Developed and produced by Sid Lee Toronto, the campaign will include television spots to be broadcasted across the country. The 30-second television commercial will run in Quebec from May 23 to July 17 and in the rest of Canada from May 23 to August 7. The 15-second pre-roll version will be featured online from May 23 to June 19. To view the commercials, [click here](#).

- ["130 Horses" | Quick quote - 30 sec](#)
- ["Giddy Up!" | Quick quote - 15 sec](#)

Credits

Advertiser: **belairdirect** – Humberto Valencia, Martine Bouthillier, Suzanne Mawassi

Agency: Sid Lee Toronto

Production House: Soft Citizen

Director: Aircastle

Post-production: Saints, Alter Ego

Sound: Apollo

Media: PHD Montréal

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](#).

<https://newsroom.intactfc.com/2016-05-24-Travel-through-time-with-belairdirects-new-national-advertising-campaign-how-far-has-insurance-come>