

Forgiveness is timeless with belairdirect's new national advertising campaign: You are accident forgiven!

TORONTO, ON, September 9, 2016

Accidents can happen and **belairdirect**'s latest advertising campaign, "Honk, honk", transports viewers to medieval times where their favourite knight chivalrously saves the driver of a crashed carriage from being penalized with a 500 potato insurance premium increase.

Building on the latest advertising platform set in medieval times, **belairdirect** focuses on Accident Forgiveness and the promise that customers' insurance premiums will not increase due to their first at-fault car accident*. The ad still has that playful, tongue-in-cheek manner that is now known of belairdirect.

"Our new Accident Forgiveness campaign is the next iteration of our 'set in medieval times' platform," said Martine Bouthillier, Marketing Manager at **belairdirect**. "Anticipating what matters most to customers, the Accident Forgiveness campaign is just a reminder that we offer products to simplify their lives in unforeseen events."

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 across Canada from September 12 to November 13 and in Quebec from September 12 to November 30. The 15-second pre-roll version will be featured online from September 12 to October 9.

To view the 15-second commercial, "Honk, Honk!" please visit: https://youtu.be/B_DcW_fzo8w

The 30-second version of the commercial is available on request.

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

*In Quebec, **belairdirect**'s Accident Forgiveness applies to the first two at-fault automobile accidents.

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 North America 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 <https://www.belairdirect.com> or follow **belairdirect** on [Facebookpage](#), [Instagrampage](#) and [Twitter](#).

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