

Fire-breathing dragon opens the dialogue for 24/7 Claims Service

TORONTO, ON, January 16, 2017

belairdirect's newest advertising campaign sets fire with national TV & web campaign

Whatever the situation, **belairdirect** is available 24/7 to provide help and to start a claim for customers any time of the day or night. In **belairdirect**'s latest advertising campaign titled "Fire" and the final installment in a three- part series set in medieval times, a dragon burns down a home, leaving it to a group of firemen to extinguish.

With all the playfulness of the previous advertisements, the burned down home presents an opportunity for **belairdirect**'s chivalrous knight to demonstrate how easy starting an insurance claim can be. Whether a water pipe breaks, you're in a 3:00 a.m. car crash, or tales of terrifying fire-breathing dragons exist, **belairdirect** has your back.

"The last installment of our medieval times campaign brings our 24/7 Claims Service to the forefront," said Martine Bouthillier, Marketing Manager at **belairdirect**. "We want our customers to know that we'll always be there for them, regardless of the situation. Unforeseen events can happen, and if or when they do, you can rest assured that you'll get the help, answers and advice you need, right when you need it."

Developed and produced by Sid Lee Toronto, the campaign will include television spots to be broadcast across the country. The 30-second television commercial will run across Canada from January 16 to February 12. The 15-second pre-roll version will be featured online during the same time.

The web version is available on YouTube: <https://youtu.be/cLfp56HKS9g>

Credits

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

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 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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