

Insurance can seem like a big pain in the you know what

Switch, combine and you could save with belairdirect on car and home insurance

Toronto, ON, February 13, 2017

In the newest advertisement campaign, **belairdirect**'s trusted knight hits the mall to talk to people about what's the biggest pain with insurance. Everyone is looking for a deal and **belairdirect** understands that customers appreciate options that allow them to save and receive bundle discounts

belairdirect tackles what others avoid in new campaign platform: Customers want savings and worry that insurance is expensive. belairdirect's knight engages mall-goers to openly discuss pain points of insurance and options for savings. The knight even goes so far as to let one friendly guy try on his armour.

"Listening to our customers is important to us and from doing so, we know that savings are important," said Martine Bouthillier, Marketing Manager at belairdirect. "So we sent our knight out in public to shed light on insurance savings and discuss solutions that are available to those who switch to belairdirect and combine their car and home policies."

By combining car and home insurance, customers may be eligible for discounts up to hundreds of dollars. belairdirect offers complete car and home insurance options, and will work with you to assess your needs.

Bundling car and home insurance with belairdirect makes sense and offers many benefits, including:

- Discount: take advantage of additional discounts by combining;
- Convenience: having your car and home insured with the same company is convenient because all your documents are in one place;
- Single deductible: stuff happens. If you have a claim involving both your home and car, you will pay only one deductible;
- Insurance experience: getting a tenant policy now will allow you to build insurance experience so you can get a better rate when you buy your first home. Think of it like building a credit rating; and,
- Peace of mind: Know that in the event of an accident or unforeseen situation, your property and belongings are covered and belairdirect will be there to help.

With all the extra dough they could have in their pockets, customers could spend their time planning what to do with their savings rather than worrying.

Developed and produced by Sid Lee Toronto, the campaign will include television spots to be broadcast across the country. The 60-second and 30-second television spots will start February 13, 2017 in all provinces. The 30-second radio spot will start February 27 in Quebec and on March 6 in Ontario, Alberta and British Columbia.

Credits

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

Agency: Sid Lee Toronto

Production House: Mile Inn

Director: Mile Inn (Anthony Ayotte)

Post-production: Married to Giants, RedLab, and Wingman

Sound: Grayson Matthews, and Audio Z

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](#).

For further information:

Jennifer Beck
External Communications
belairdirect
416-250-7720 ext. 47717
jennifer.beck@belairdirect.com

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