

belairdirect switches gear with new advertising direction

*Canadian car and home insurance provider, **belairdirect**, is adopting a new cinematic storytelling approach with its new marketing direction and latest campaigns.*

Launched today, the new campaigns show that with belairdirect simplified insurance, clients are always in control of the situation and their car and home protection, even when faced with unordinary or perilous situations.

"Our medieval knight and his humourous approach has been our core storytelling device for several years – and it's been successful. For our new campaigns, we want to go in a direction which demonstrates how we are an insurance provider that helps customers to always feel confident and provide peace of mind that they have the coverage they need," said Humberto Valencia, Vice President Marketing & Digital Strategy at **belairdirect**. "Our new direction helps us tell our story in a more impactful way, while also allowing us to connect more authentically. We want to be memorable and our new cinematic-focused approach combined with the re-introduction of our animated knight as part of our brand signature will do that for us."

The central characters, **belairdirect** clients, of the new spots thrive and are effortlessly in control, even in the most uncomfortable situations, which easily highlight the confidence and peace of mind using **belairdirect** products.

Using exaggerated perilous situations, along with tension and humour, to set the scene – a mobster or a frightening neighbour haunting your new house – the cinematic spots take viewers on a journey that, if uninsured with **belairdirect**, could turn out disastrously. These new spots show how **belairdirect**'s offerings, including Home Claim Forgiveness and Quick Quote Car and Home, simplify clients' life and help them to be confident in their coverage.

Research conducted by **belairdirect**'s creative team revealed that, in extreme cases, Canadians felt powerless when it came to matters of insurance because of limited understanding when purchasing and using their insurance. **belairdirect** is uniquely positioned to address these concerns, especially with its digital tools, usage-based program called automerit, and insurance simplified approach. "Now, more than ever, consumers want to feel a connection with and trust the brands they bring into their lives, and we are demonstrating our commitment to that through our marketing efforts," said Valencia. "At **belairdirect**, we believe people should feel protected, especially in situations out of their control."

The campaign will run across multiple channels, including TV, digital, billboards, and radio.

To view the full commercials, please visit:

The House

A family moving into a spooky house is given an ominous warning about terrible things to come. The question is, are they worried? <https://youtu.be/0tPCnOz06tY>

The Boss

The protagonist is accused of stealing money from his boss. How will he react? <https://youtu.be/NxBFUJK-r10>

Credits:

Advertiser: belairdirect – Humberto Valencia, Marie-Claude Filion

Agency: Sid Lee Toronto

Production House: Ruffian

Director: Bobbsey Twins from Homicide

Post-production: Saints

Sound: Vapor/BLVD

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). **belairdirect** is a proud partner of [Breakfast Club of Canada](#). For more information, please visit <https://www.belairdirect.com> or follow **belairdirect** on [Facebook](#), [Instagram](#) and [Twitter](#).

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<https://newsroom.intactfc.com/2019-03-19-belairdirect-switches-gear-with-new-advertising-direction>