

belairdirect and Georges St-Pierre team up to punch back at car insurance rates

*Safe driving featured as the main event in latest **belairdirect** ad campaign*

belairdirect puts clients in the driver's seat when it comes to their car insurance and its latest ad campaign, The Boxer, uses a storytelling cinematic yet humorous approach to showcase automerit – the company's proprietary platform that rewards customers for their safe driving behaviour with a personalized insurance discount. With the help of world-renowned mixed martial arts champion, Georges St-Pierre (GSP), the new ad jabs at the possibility of insurance savings.

As the central character of **belairdirect**'s new ad campaign The Boxer, GSP plays a role that suits him perfectly: a professional athlete. His coaches, with their cautious training approach, showcase the benefits of safe driving behaviour and the possibility of rewards in the form of a personal discount.

"This year, we shifted our advertising direction to a more storytelling cinematic approach, tapping into the universal and emotional pain point of not being in control, a feeling that many Canadians have when it comes to their insurance premiums," states Humberto Valencia, Vice President Marketing & Digital Strategy at **belairdirect**. "In the Boxer campaign, we're demonstrating how we put control into the hands of our customers while having some fun with it."

"I'm very proud to be affiliated with **belairdirect** on their latest campaign, as they are a strong Canadian company with a long-established track record," said Georges St-Pierre. "We had a great time on set, and the role came naturally to me as I just put myself into the same state of mind I do when I'm preparing for a fight. I think this is a fun way to show Canadians that good driving can be rewarding!"

"Partnering with a world-famous and adored Canadian athlete made sense to drive home the message that savings are at your fingertips and that insurance does not need to be complicated," continued Valencia. "GSP adds authenticity to our storytelling and, of course, our animated knight is there to provide encouragement and entertainment."

The supporting role in The Boxer campaign goes to **belairdirect**'s **automerit**, a telematics tool that combines cutting-edge app technology, machine learning powered algorithms and a reimagined customer experience to deliver a best-in-class product. Integrated into the **belairdirect** mobile application, it measures driving behaviour while the customer is on the road and calculates their safety score, translating into savings. With **automerit**, three out of four customers will earn a discount.

This 360° campaign includes TV, online videos, radio, digital and social elements and will be predominately seen in Quebec, Ontario and British Columbia starting early September.



The Boxer

Ontario ads:

[belairdirect – Drive less and save in Ontario](#)

[belairdirect – Drive safe and save in Ontario](#)

British Columbia ads:

[belairdirect – Drive less and save in BC](#)

[belairdirect – Drive safe and save in BC](#)

Quebec ads:

belairdirect – Drive less and save in Quebec

Credits:

Advertiser: belairdirect – Humberto Valencia, Marie-Claude Fillion

Agency: Sid Lee Toronto

Production House: OPC

Director: Spencer Riviera

Post-production: Alter Ego / Fort York vfx

Sound: Vapor RMW

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 and a leading provider of specialty insurance in North America (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/2019-09-03-belairdirect-and-Georges-St-Pierre-team-up-to-punch-back-at-car-insurance-rates>