



DypvzGj

Utilising the far-reaching power of TV, For What Can Go Right.

Entrant details

Company Name UM

Summary Paragraph

After a 6-year hiatus from TV, Zurich came back with a bang with a powerful brand campaign, and to our delight a fantastic TV ad and brand proposition centred around the positive concept of insuring – “For What Can Go Right”.

Background and Objectives

Zurich came to us with a big ambition in 2022 to strengthen their 4th position in the market on brand consideration and to start closing the gap on their top three competitors.

A review of the market in May 2022 indicated that two of our top three competitors for Brand Consideration (BC) - Axa & Allianz – each had a significant media brand spend relative to Zurich. Aviva, in addition to its media spend, also had a significant sponsorship with the Aviva Stadium, and we also had new entrants to the market like Royal London to consider.

Zurich had not been on TV since 2017 so we were excited to be able to tackle this challenge with the main media channel that we knew could help deliver on all their objectives and give them the stature and stand out they required.

Our KPIs:

- Maintain/increase unaided brand awareness
- Maintain/strengthen 4th position for brand consideration

- Increase score for brand consideration
- Reach the audience at scale

The Strategy

This campaign had a clear strategy, and the focus was on driving that brand consideration score. However, as we had not been on TV since 2017, and this was a brand-new AV asset we could not ignore the job that had to be done on awareness, and the competition that existed in the market in this space that we needed to shout over.

We used our UM Proprietary planning tool Growth Accelerator to set the objectives and to identify the key channels to drive our KPIs and not surprisingly TV came out on top.

Supporting Image to Indicate Channel Mix from Growth Accelerator attached below.

We also referred to various industry sources including TAM Ireland to help us to justify using TV and the level of spend we were planning to invest in this space. As the financial market is complicated, especially considering insurance and pensions where Zurich operates, we knew that building trust would be important and TV is the most trusted medium among consumers. We referred to the TAM Ireland/B&A Tracker Study 2021 which clearly demonstrated the trust that consumers have in TV as a source of information to back up our choice.

In addition to this we had to consider the breadth of the target demographics. Zurich insurance have a broad remit to target all adults to drive their car and home insurance offerings and from our research and proprietary tool, we knew that linear TV would not only reach our audience but deliver our objectives.

When considering pensions, the target audiences are more nuanced. They needed to target older audiences (50+ Upgraders) to upgrade their pensions to maximise the return in time for retirement. They also needed to educate and convert younger demos (35-49 Early Starters) to consider starting a pension which is not an easy task as most younger individuals see this as being too far down the line to sacrifice their hard-earned salary at a young age with the added pressures of inflation, housing and rental crisis.

These two audiences consume media a bit differently and we needed to take this in to account when planning our AV strategy and consider all traditional and new AV media options like Adsmart capabilities and Broadcast VOD alongside our linear TV buy.

Knowing we needed to achieve trust for the Zurich brand as a whole and create consideration for a wide range of products within several audiences, we decided to use linear TV as our lead media channel for general broad reach and ensure that products show up in contextually relevant areas for the audiences who are in the market for each product such as home or car insurance.

Supporting Chart below demonstrating differences in the two audiences media consumption.

The Plan

The overall media budget for this campaign was planned across broad reaching media, focusing on channels with strong trust metrics to achieve our objectives. We selected a radio sponsorship with a powerful acquisition of Today FM

Weather to drive a high frequency always on message, Linear TV, Adsmart, BVOD, OOH and digital video. Our radio sponsorship started in July while all other media channels kicked in from the beginning of October.

Focusing on brand, we wanted to achieve broad reach of our diverse audiences and ensure that Zurich was top of mind for all. We ran high impact 1,630 TVRs from October to the then of December. In order to cut through the noise of Christmas where every brand is shouting, we took a two week break in the first half of December. With this we ensured effective, cut through brand messaging when our audiences were able to pay attention.

In order to target our audiences more accurately with the right messages, whether we needed to reach car and home owners for insurance purposes or our younger audiences for pensions, we upweighted our campaign with Sky Adsmart to focus on these audiences more granularly.

The final element of the campaign consisted of running on Broadcast VOD across all players to again pick up these lighter TV viewers.

While we launched in the most expensive and busiest time for TV, we wanted to increase our brand consideration and get to the 4th position. We have found trust played a key role in this, so we focused on premium, high rating programming to achieve Zurich was associated with premium and trust.

We got access to shows like The Late Late Toy Show – the most watched show with 1.5m viewers, I'm A Celeb and the World Cup to name a few. We also ensured that we appeared around content people followed on a regular basis such as news, current affairs and longstanding and loved soaps.

As well as that we wanted to be contextually relevant to our audiences and depending on their need states, we showed up around content such as DIY and property programming which consistently do so well across all helped drive our reach and awareness for more specific Zurich product offerings.

The last strand of our AV strategy was digital video where we ran across YouTube, Programmatic VOD and Connected TV, running a mix of awareness and consideration formats.

A large-scale OOH campaign also ran nationally across a suite of digital OOH formats. We chose digital formats as these are the most premium sites on the market and we wanted to convey a premium brand image with all media selections.

The Results

To recap our KPIs were as follows:

- Maintain/increase unaided brand awareness v Q3
- Maintain/strengthen our 4th position for brand consideration v Q3
- Increase our score for brand consideration v Q3
- Create an emotional connection with audiences

The campaign results delivered well seeing the following across our measured metrics on awareness:

- We saw a +2% uplift in our prompted brand awareness score v Q3.
- Zurich moved from 5th position in Q3 to 4th position in Q4 (4% behind Allianz in 3rd).

When looking at brand consideration we saw the campaign deliver the following results:

- A +2% uplift in brand consideration score v Q3.
- Zurich maintained its 4th position in Q4.
- Car insurance increased +7% moving up from 5th to 4th position.
- Home insurance increased +1% maintaining 4th position.
- Life insurance increased +5% maintaining 3rd position.

The ranged brand campaign, together with the pensions campaign had limited short term impact but contributed to the long-term growth ambition by maintaining levels compared to previous post campaign highs.

For those exposed to the ranged brand campaign there was positive impact on advertising awareness, consideration and preference. Interestingly, positive reputation was flat, indicating that the campaign while it informed customers about Zurich it did not call out why Zurich.

Media Performance

The brand campaign achieved a reach of 83%. TV provided the highest opportunity to see the campaign at 52%. Single channel audience had the highest reach at 37% with 46% exposed to multiple channels.

We also saw that Exposure to the Brand campaign led to higher recognition for most of the ads and this was highest for those exposed to the TV asset demonstrating the power of TV for driving overall multi media campaign effectiveness.

The Zurich team on the ground speaking to customers also delivered great feedback on the back of this campaign with the direct farm team acquired new farm leads prompted by the TV ad.

“Bill Meaney was just out on a Farm New Business call that came from the customer seeing our TV campaign and mentioning that we do Farm insurance. Hopefully this will be one of many.” Aisling O’Byrne CIP; Market Facing underwriter, Agri
In addition to this Zurich won campaign of the month with JC Decaux demonstrating the strength of the campaign across all channels.

Client Involvement

“At Zurich, our brand promise is to create a brighter future together for our customers and people. Based on insight, we recognise the importance of building emotional connections with them and the positive impact that can have on consideration and advocacy. So when developing our strategy for our Range Campaign with our media agency, UM, it was clear we needed a strong TV presence to help us achieve and accelerate this. And we did just that. We are delighted with the campaign results. We have seen measurable increases in awareness, consideration and action during the campaign period across our key life, pension, car, home and farm lines of business as well as improved advocacy measured through improved NPS scores in quarter four.

Zurich in Ireland is part of a wider global company and the performance of our TV-led Range Campaign has also been warmly received by our parent with performance results recently show-cased across many of our global markets. The media strategy UW developed and executed, including a presence for the Zurich brand in all the top rated TV programmes, along with the measurable results TV delivered, supports a strong business case for future investment in this important channel.”
