

PROJECT: 175th ANNIVERSARY CAMPAIGN

CLIENT: Insurance Company

EXECUTIVE SUMMARY:

As Canada's very first insurance company, our client was celebrating its 175th anniversary, a prominent milestone in the company's history. As such, it tasked us with increasing awareness about its anniversary among Canada's two largest ethnic groups, South Asians and Chinese immigrants in the Montreal, GVA and GTA areas.

Our agency ran a 4 - week campaign to generate buzz around our client's 175th anniversary, capped by a highly innovative concept of 175 minutes of non-stop, ad-free music on RED FM, on Canada's top South Asian radio channel (the first time ever for the client). The campaign was an immense success and widely appreciated by South Asians across Toronto, Ontario and neighbouring cities.

CAMPAIGN BACKGROUND / OVERVIEW & CHALLENGE

Our client wanted to use their milestone 175th anniversary as an opportunity to connect with and develop new relationships with the ever-growing ethnic audiences across Canada.

But with brand awareness being typically low or at times non-existent amongst new immigrant audiences our client was posed with a unique challenge.

How does a legacy brand communicate a milestone event to an audience that is:

- A. Not familiar with the Canadian insurance category, thereby not familiar with our client's brand.
- B. Might not even consider the category as a necessity due to home country influences or behavioral traits.

THEREBY THE BRAND OBJECTIVE:

Objectives

1. Raise awareness about our client's 175-year brand legacy within the Canadian Insurance category.
2. Generate brand recognition and stoke consideration

We approached this challenge in the following:

1. Sustaining ongoing communications towards ethnic communities with a targeted brand campaign.
2. Expanding our audience base considerably by targeting South Asian audiences for the first time.



MEDIA IDEA AND EXECUTION:

Studying media behavior and post-pandemic implications on media prioritization, Our agency developed an omni-channel media strategy to drive reach and penetration using a mix of both digital and traditional channels.

OUR STRATEGY:

Our agency wanted to identify a unique opening within South Asian hearts. We recognize that the key to engaging South Asians is always, through emotions. And the synergies were uncanny! What better way to deliver such an emotional message of a brand's 175th legacy milestone than to engage our audiences on an emotional journey!

AUDIENCE INSIGHT:

Culturally – South Asians love entertainment – consider Bollywood – the biggest non-stop entertainment factor for South Asians the world over. Music, a significant part of Bollywood, is the great emotional trigger that will trigger South Asian audiences happy, sad and memorable emotions.

TACTICAL PLAN:

Our agency saw a unique opportunity to leverage Bollywood music and its vast range of emotional connections to South Asians in Canada and thereby drawing synergies with the very emotional message of our client's 175th anniversary (in securing Canadians).

INNOVATION

Radio was used innovatively to drive buzz by playing 175 minutes of non-stop, ad-free music on RED FM, Canada's top South Asian radio channel (the first time ever for our client).



The Show Claimed Top Spot As The Highest Digital Engagement Rates Received On RedFm

The video was well appreciated, with **views skyrocketing** and engagement rates **much higher than industry standards**.



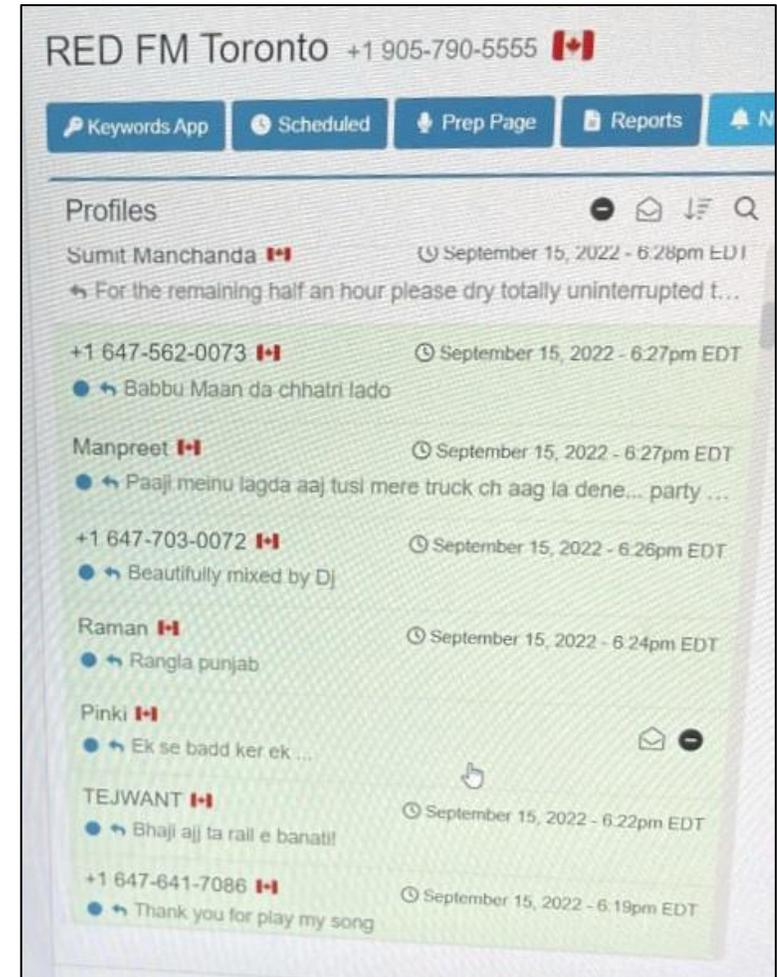
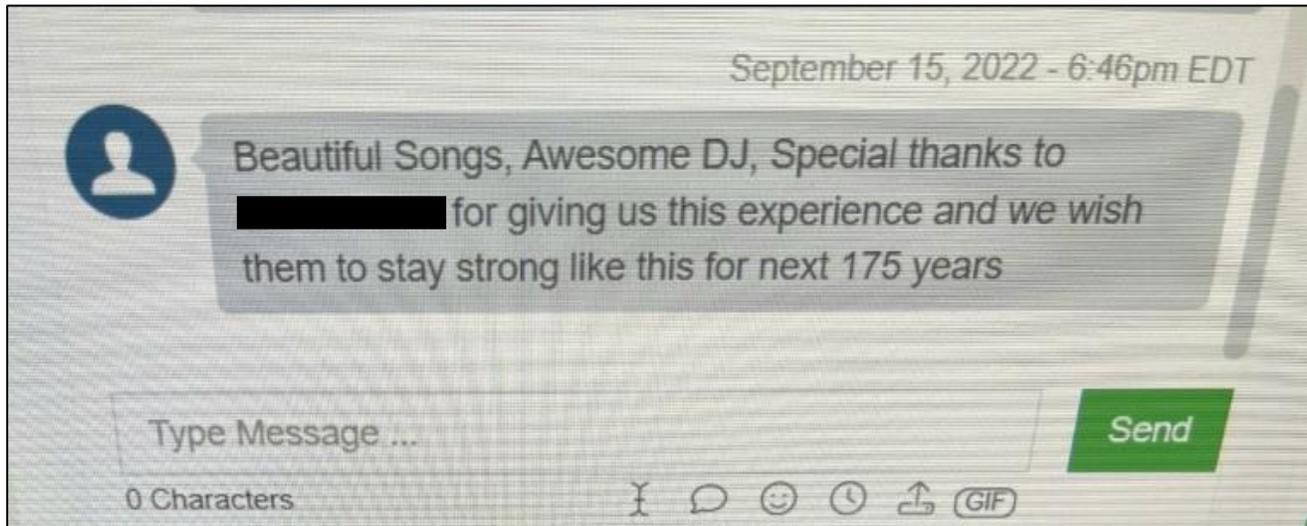
A Momentous Highest Audience Rates And Digital Engagement Rates For A South Asian Radio Talk Show

RedFM reported their highest on-air engagement rates and digital engagement rates to date.

On the right, our client's 175th -Anniversary pre-promotion session with the Regional Director of the brand, at Red FM launch on Red FM's Facebook on September 13, 2022.

Exalting feedback from South Asian listeners, was the icing on the cake!

The audience thoroughly enjoyed the 175th-Anniversary celebration. Red FM received numerous requests for music, and some people contacted them to provide feedback and express their gratitude to our client for providing this experience on their 175th anniversary on 15th September 2022.



BRAND LIFT

Our client's 175 MESSAGE WAS A SOARING SUCCESS

- The client reported **a significant uptick in website visitors** for a week post campaign.
- **Insurance queries** from consumers identifying as South Asian **flooded** in through **online channels** and **South Asian agent representatives**.
- The client's **social pages** added a **thousands of additional followers organically**.

THANK YOU!