

CNP Assurances partner with Konbini and comedian Baptiste Lecaplain

translate insurance terms with a sense of humour

Policyholder, beneficiary, euro-denominated fund, unit-linked product... The terms used in the insurance industry are not always easily understood by the general public. Supported by the creative forces of Konbini, CNP Assurances is partnering with French comedian Baptiste Lecaplain to translate insurance words "into basic language" and make them accessible to as many people as possible on the media.

"It's time to talk about insurance in a different way. Through these videos, we want to talk to all those, including young people, who find insurance too complicated or find that policies are not clear, we hope that this initiative will make it easier to understand our business lines and our offers, and clear up any misunderstandings about the cover provided by insurance policies".

Stéphane Dedeyan, CEO of CNP Assurances



Talking about insurance in a different way by translating the most technical terms of insurance policies

According to a study conducted by YouGov in 2019, 25% of 18-34 year-olds say they "understand absolutely nothing about their insurance policy". How can we find a way around this? To remedy this situation, CNP Assurances, supported by communication agency The Good Company, proposes two videos each of a few minutes, produced and distributed in association with Konbini, bringing together insurance expert Florent and comedian Baptiste Lecaplain. Baptiste translates – humorously – Florent's technical words on subjects such as life insurance, policies, beneficiaries, tax, etc.

"I would never have imagined that one day I would say:
insurance policies are real fun!"

Baptiste Lecaplain, comedian

"Talking about life insurance in a creative, fair and relevant manner
on Konbini was a great challenge for all the teams".

Guillaume Aubert, creative director, Konbini

"Apart from these videos being useful, the fact that CNP Assurances manages
to joke about the complexity of its business proves how modern the brand is",

says Xavier Real del Sarte, director of The Good Company.

¹YouGov study for lecompareurassurance.com, 2019



What is life insurance?*

Florent : "Life insurance is a policy through which an insurer undertakes to pay the capital accumulated to the insured as a living benefit, or to the designated beneficiary in the event of the insured's death. The capital represents the sum of the amounts invested plus any income generated on the policy, provided that the policy has not registered a capital loss."

Baptiste Lecaplain : "So basically, life insurance is money you put aside with the aim of making it grow to prepare for the future and other life projects. A life project like buying a house, for example".

(extract from the video put online on 3rd November)

The videos will be online from 3rd November

The first video, dedicated to life insurance, is available at the following link:

<https://www.konbini.com/fr/partners/video-cnp-assurances/>

In order to reach as wide an audience as possible, stories will also be published on Konbini's Instagram feed. Finally, an expanded article, «The translator of insurance jargon», will be put online in November on Konbini's website.



"What is life insurance?"

translator, Baptiste Lecaplain (left)
and the insurance jargon translator, Florent (right)



About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe, notably in Italy, and in Latin America, where it is very active in Brazil, its second largest market. As an insurance, coinsurance and reinsurance provider, CNP Assurances has more than 36 million insured parties in personal risk/protection insurance worldwide and more than 12 million in savings/retirement. In accordance with its business model, its solutions are distributed by multiple partners and adapt to their physical or digital distribution method, as well as to the needs of customers in each country in terms of their protection and convenience. CNP Assurances has been listed on the Paris Stock Exchange since October 1998 and is a subsidiary of La Banque Postale. The Company reported net profit of €1,350 million in 2020.

About Konbini

Konbini is the leader in information and entertainment among 15-34 year-olds in France, with more than 30 million people viewing its digital content every month. As a reference media outlet, Konbini has persuaded and engaged a whole generation with unique interview and reporting concepts. Through its innovative journalistic proposals and increasingly creative content, Konbini respects the values of progress and diversity that bring young people together while entertaining them.

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