

Paris, 04 April 2022

Committed to building an inclusive and sustainable society, CNP Assurances launches a new wave of its “Outside the box” campaign

In 2022, CNP Assurances is reaffirming its brand positioning and corporate citizenship with a new advertising campaign. The film 'Outside the Box' will be shown from 11 April to 22 May 2022 on TV channels and on the web.

CNP Assurances' TV and digital campaign combines power, visibility and affinity. The 30-second and three 15-second versions of the 'Outside the Box' film developed in 2020 with The Good Company will be broadcast on major terrestrial and DTT/Cab Sat channels and on major digital platforms, with the longer 90-second version reserved exclusively for YouTube.

Focusing on the signature, "Let's insure a more open world", the campaign once again conveys CNP Assurances' capacity to open its services to all and to give everyone greater protection. A reflection of the CNP Assurances' raison d'être to act for an inclusive and sustainable society, it invites us to open our eyes to a society where we no longer necessarily fit into a box. The digital campaign includes a solidarity component, with a portion of the space purchased several on Goodeed being donated to the association "Comme les autres" and to SAMU Social International via Teads Care.

Produced by Gang Films, directed by Leigh Powis and winner of awards¹, "Outside the Box" depicts contemporary way of life situations set to Shostakovich's famous waltz No. 2.



[Watch the 30-second version of the advertisement](#)

[Watch the 90-second version of the advertisement](#)

Data sheet

ADVERTISER: CNP Assurances

People in charge: Agathe Sanson, Director of Communication and Sponsorship
Lydie Hacquet, in charge of the brand department and corporate communication
Eliane Razou, brand and advertising manager

AGENCY: The Good Company

People in charge: Luc Wise, Julien Quidor aka Pasquet, and Xavier Real Del Sarte
Creatives: Jacques Denain and Philippe Pioli-Lesesvre
Graphic designer: Jacques Denain
Copywriter: Philippe Pioli-Lesesvre
Strategic planning: Nina Kurose
Project manager: Lisa Buisson
PR, E-PR: Leïla Touiti
TV producer: Barbara Vaira

TV PRODUCTION: Gang**DIRECTOR:** Leigh Powis

Producer: Jean Villiers
Production manager: Christophe Ancelet
Cinematographer: Brandon Kelly
Production service: Pacha productions – David Van Berg
Chief cutter: Adriana Legay
Colour grader: Didier Le Fouest
Colour grading: Mikros MPC
Post-production: Bandapart
Post-producer: Julien Daniel
Sound Design: Leigh Powis

MUSIC: Jeremy Wallace Maclean**SOUND PRODUCTION:** Producer: Xavier Benoist**ECO-SHOOTING:** Secoya

Eco-Manager: Alison Begon
Eco-Assistant: Theodore Debroye

PHOTOGRAPHY: Manu Fauque**PHOTOGRAPHIC PRODUCTION:** EyeSee

Art purchase: Alexandre Le Gentil

MEDIA AGENCY: UM-MEDIABRANDS

Media agency representatives: Laurence Vigeannel, Camille Van Overbeke, Charlotte Jourdan, and Guillaume Broggio

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe, particularly 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/pension. 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. It reported net profit of €1,552 billion in 2021.

Contacts

CNP Assurances

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A multi-award winning film: In 2020: 2020 Insurance Awards - Communication Innovation: Bronze; Epica awards - Best European ad - financial services: Bronze; Epica Awards - Young director: Silver. In 2021: Com'ent: External film award: Gold; Com'ent: Advertising campaign award: Silver