

CNP Assurances' "En gros" series shakes up insurance jargon and wins the SILVER COM-ENT for external digital communication

On 11 May 2022, CNP Assurances won the SILVER COM-ENT for external digital communication for its series of videos entitled: "En gros" ("Basically"). Driven by its civic vocation, CNP Assurances teamed up with Konbini and the comedian Baptiste Lecaplain for these videos to make insurance jargon accessible to as many people as possible.

With 25% of 18-34 year olds saying they "understand absolutely nothing about their insurance policy" (according to a study conducted by YouGov in 2019 for lecomparateurassurance.com), CNP Assurances, a leading player in the personal insurance market, took the bold step of talking about insurance in a different way by using humour to translate the most technical terms in insurance policies.

Supported by communications agency The Good Company and in association with Konbini, the Group released two videos of a few minutes each featuring Florent, an insurance expert, and Baptiste Lecaplain, a comedian and humorist. Baptiste translates – humorously – Florent's technical talk on subjects such as life insurance, policies, beneficiaries, taxation, etc.

These creative and funny videos have been online since 3 November 2021 and have been shared on Facebook. Two video covers were also published at their launch on Snapchat and Instagram. Seven Instagram stories were published throughout the sequence. Finally, an expanded article, "The translator of insurance jargon", is available on the Konbini website.



"What is life insurance?"

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



The award for innovative and educational communication in the insurance sector

The award for the best external communication presented to CNP Assurances recognises the innovative and educational nature of this digital campaign targeting a fairly young audience aged between 18 and 40. It features self-deprecating videos that simplify and clear up misunderstandings about insurance policies. The very positive reception since its launch on 3 November 2021 was also commended:

- Over 5 million impressions, 800,000 views, 2,000 video interactions on Facebook
- Over 1 million impressions on the cover and stories formats on Snapchat and Instagram
- More than 1.2 million impressions on the expanded article and 20,000 visits to the Konbini website

On the back of this success, CNP Assurances is preparing the second season of "En gros", which will tackle new topics in the insurance ecosystem in the same humorous way.

Agathe SANSON

Director of Stakeholder Dialogue, Communication and Sponsorship at CNP Assurances



"Through this series of videos, CNP Assurances is pursuing its commitment to making insurance accessible to as many people as possible. This award recognises the work of all our teams who strive on a daily basis to be as helpful as possible to all our stakeholders".

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.

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