

*Paris, 12 September 2022*

## **Committed to building an inclusive and sustainable society, CNP Assurances relaunches its “Outside the Box” campaign**

CNP Assurances announces a new advertising campaign. The film “Outside the Box” will be available on TV from 12 September to 2 October and in digital format from 12 September to 23 October 2022.

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 on Goodeed being donated to the “Comme les autres” association, which helps disabled people to return to work, and to SAMU Social International via Teads Care.

Produced by Gang Films, directed by Leigh Powis and winner of multiple awards<sup>i</sup>, “Outside the Box” depicts contemporary lifestyles set to Shostakovich’s famous waltz No. 2.



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

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

Advertising Campaign Press Release

CNP Assurances – Head office: 4, place Raoul Dautry 75716 Paris cedex 15 – 01 42 18 88 88 | [www.cnp.fr](http://www.cnp.fr) | Caisse des Dépôts Group Public Limited Company with share capital of 686,618,477 euros fully paid up | Paris Companies Register no. 341 737 062 – Company governed by the French insurance code

## Data sheet

### **ADVERTISER:** CNP Assurances

People in charge: Agathe Sanson, head of stakeholder dialogue, communications 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 is a subsidiary of La Banque Postale. It reported net profit of €1,552 billion in 2021

### Press contacts

CNP Assurances

Florence de Montmarin +33 1 42 18 86 51

Tamara Bernard + 33 1 42 18 86 19

Alexis Chauffrein +33 1 42 18 89 35

[servicepresse@cnp.fr](mailto:servicepresse@cnp.fr)

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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*

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