

Press Release

Issy-les-Moulineaux, 15 May 2024

CNP Assurances enriches its advertising story and showcases the breadth of its new scope as a comprehensive insurer

CNP Assurances is launching a new advertising campaign in the shape of a six-week TV and digital wave created with The Good Company. Having expanded to become a comprehensive insurer of property and people, the Group is enriching its advert with two new scenes illustrating contemporary behaviour and lifestyles.

In 2023, CNP Assurances became a comprehensive property and personal insurer with the integration of La Banque Postale's property insurance activities. To accompany this evolution and reflect its new scope, CNP Assurances is enriching its "Outside the Box 2024" advert with two new scenes, one focused on auto insurance and the other on home insurance.

Based on the brand signature, "Let's insure a more open world", the "Outside the Box" campaign conveys CNP Assurances' ability to open up to everyone and thus bring each person more protection. The new advert illustrates the diversity of today's life journeys and lifestyles, as well as CNP Assurances' societal commitment, demonstrating its agility and its openness to others and to the world. The film depicts highly resonant life situations in a society where people no longer necessarily fit into a single box.

For the sake of continuity, the two scenes were entrusted to Leigh Powis, director of the original film. The iconic music by Shostakovich, an essential marker of the brand, remains unchanged.

The new advertising campaign asserts **CNP Assurances' positioning as a complete insurer** with an even broader audience!

Agathe Sanson

Director of Stakeholder Dialogue, Communication and Sponsorship at CNP Assurances



"For more than 170 years, CNP Assurances has supported changes in society and innovated to protect as many people as possible. It has now extended its business scope to include property insurance. This new episode in our advertising story reflects this evolution. Our unfailing determination to push the boundaries of insurance so that everyone feels protected, regardless of their life journey, involves all the Group's businesses in all our regions. All the protection solutions created to that end with our partners are an immense source of collective pride."

"The success of CNP Assurances advertising has always been based on a knowing mix of continuity and change. For this new creation, we wanted to show that the brand continues to support contemporary, 'outside the box' lives. At the same time, we have evolved the story by creating new scenes depicting the new property insurance business lines (home, car, etc.).

The films were entrusted to director Leigh Powis (Gang Films), who created the previous campaign, and were shot in the Camargue in accordance with the agency's commitments on eco-production. This ode to the diversity of the millions of people protected by CNP Assurances is naturally accompanied by Shostakovich's Waltz No. 2, proof that the contemporary and the timeless often go together."



Watch the films:

- Link to: [Home insurance \("At Mum's and Dad's"\)](#)
- Link to: [Car insurance \("Travel and Carpooling"\)](#)

CNP Assurances: a mainstay in French advertising heritage

With "The Street of life" produced in 1993, CNP Assurances brought out the first episode of its advertising saga. CNP Assurances succeeded in creating its own brand territory and style with films that were innovative for their time, both in terms of production techniques and tone. Each film illustrates the life cycle and, now, new lifestyles, stirring emotions among viewers.

Shostakovich's Waltz No. 2 has since 1993 been the brand's theme melody, intimately linked to the identity of CNP Assurances. To this very day, it remains their key identifying feature. From there on, all CNP Assurances films have added to the continuity and allowed the brand to nurture its identity with the public, all the while updating and adapting to its time.

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 dit Pasquet,
Creatives: Fabien Gailleul and Philippe Pioli-Lesesvre
Graphic designer: Fabien Gailleul
Copywriter: Philippe Pioli-Lesesvre
Strategic planning: Nina Kurose
Project manager: Lisa Buisson
PR, E-PR: Nicolas Brodriez
TV producer: Barbara Vaira

TV PRODUCTION: Gang

DIRECTOR: Leigh Powis

Media plan

Opting for strength and visibility

An image campaign with the broadcast of ads on the major radio and DTT, cable and satellite channels as well as on the YouTube platform and some 100 powerful affinity websites.

TV and web campaign: 13 May 2024 to 23 June 2024

Two 30' formats and four 15' formats based on the 30' formats will be broadcast as part of the next campaign.

About CNP Assurances

Present in 19 countries around the world, the CNP Assurances group is a leading player in the insurance industry with more than 7,000 employees and net profit of €1.550 billion in 2023 (IFRS 17). A subsidiary of La Banque Postale, CNP Assurances is a member of the major public financial group. In France, CNP Assurances is No. 1 in property loan insurance, No. 2 in life insurance* and, in 2023, will have integrated the property insurance activities of La Banque Postale, making it a comprehensive insurer of property and persons.

It is the 5th largest insurer in Europe**, particularly in Italy. In Brazil, the Group's 2nd largest market after France, it is the No. 3 insurer in savings/pensions and borrower insurance. With its multi-partner model, its solutions are distributed as part of long-term strategic partnerships, or as part of an "open" model. In total, more than 36 million people worldwide are insured by CNP Assurances for personal risk/protection and 14 million for savings and pensions. CNP Assurances is a responsible insurer and investor (€400 billion invested in all sectors of the economy). It works to promote an inclusive and sustainable society by providing solutions that protect and facilitate all life journeys for as many people as possible.

About The Good Company

The Good Company is first of all a committed and independent entrepreneurial adventure, founded by a group of talented people from different horizons: passionate professionals recognised in their fields (design, strategic planning, corporate communication, public relations, digital communication, influence and social networks). The Good Company targets companies, organisations and managers who want to create more responsible products, services, experiences and communication. It operates mainly in goodvertising, communication for good and responsible communication.

Since brand communication today is built on acts as much as words, The Good Company's offer is based on two pillars: Consulting and Design. Its multidisciplinary, multicultural teams are able to support brands from the preliminary consulting phase (business, brand and innovation) through to the final design (paid, owned and earned).

The Good Company is a member of 1% for The Planet and is in the process of becoming B-Corp certified.

Contacts

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The Good Company

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