

CNP Assurances wins gold in the 2025 Grand Prix Stratégies de la communication d'engagement awards and in the 2025 TOP/COM Grands Prix Corporate awards for its "Not for Sale" campaign

CNP Assurances has earned two distinctions for its "Not for Sale" campaign, winning gold in the "Brand Communication - Engagement Activation" category in the Grand Prix Stratégies de la communication d'engagement awards and a further gold in the 2025 TOP/COM Grands Prix Corporate Business awards in the "General Interest Advertising" category. The campaign helped to raise public awareness of the difficulties encountered by women having had breast cancer in accessing property.

More than 60,000 women are diagnosed with breast cancer in France every year. When buying a property, they all too often face several obstacles in securing their bank loan:

- They have to wait, sometimes several years before they start the process,
- The insurance companies refuse all or part of the cover,
- They pay high premiums.

As a responsible insurer, CNP Assurances removed these obstacles in March 2024 by allowing women with breast cancer to take out a real estate loan at the end of their treatment protocol, without having to wait for the legal period of five years and with no additional premium or exclusion.

For Pink October 2024, the Group launched an original campaign to reach out to the general public and inform women having had breast cancer of this new possibility.

Designed by the agency The Good Company, the campaign playfully subverted traditional real estate ads and appealed to the public with a strong and surprising message: "Not for sale to women who have had breast cancer".



The campaign was rolled out in the classifieds sections of the regional press and on the SeLoger.com real estate platform. A dedicated telephone number and QR code were provided to access all the educational information on this innovation in borrower insurance.

An impactful campaign that helped to initiate debate

Actively relayed by Group employees, the campaign has reached **more than 20 million people** and generated **140,000 interactions** on social networks. It has also received a very favourable reception from the public and associations.

In addition to the Grand Prix Stratégie, the “Not for Sale” campaign has already earned two EPICA Awards, silver in the Financial Services category and bronze in the Media Innovation category. It was shortlisted in the Public Interest category. The campaign was also ranked “Best Pink October 2024 Campaign” by the La Réclame and Warketing Digital media.

Agathe Sanson

Director of Stakeholder Dialogue, Communication and Sponsorship at CNP Assurances



“These two awards, Grand Prix Stratégies and TOP/COM Grand Prix Corporate, recognise the commitment of our teams to improving access to insurance. I would like to congratulate the borrower insurance teams, who innovate every day to push the boundaries of insurance. These two marvellous prizes reward the commitment of the Group’s communication team and the creativity of our agency, The Good Company. Together, we sought to raise awareness and boost the visibility of the cause of women with breast cancer. By subverting the cues of real estate ads, our aim was to inform the public about the difficulties these women face in acquiring real estate and about the possibility now offered by CNP Assurances and its partners to borrow without additional premiums or exclusions to buy a home.”

About the CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with more than 8,300 employees. It generated net income of €1,582 million in 2024. A subsidiary of La Banque Postale, the Group is no. 2 in property loan insurance and life insurance in France. It is the 5th largest insurer in Europe and the 4th largest insurer in Brazil. Its solutions are distributed in 19 countries by various partners and insure more than 36 million people in personal insurance and protection, and 13 million in retirement savings. CNP Assurances is a responsible insurer and investor (over €400bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

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