

Issy-les-Moulineaux, 5 June 2025

CNP Assurances wins Gold in the Grand Prix de la Good Economie 2025 awards for its “Not for Sale” campaign

The “Not for Sale” campaign has already garnered several awards, including Gold in the 2025 Grand Prix Stratégies de la Communication d'Engagement awards and in the 2025 TOP/COM Grands Prix Corporate Business awards. It has once again won Gold in the Grand Prix de la Good Economieⁱ, which recognises the best sustainable initiatives by companies committed to a social, societal and environmental policy.

For Pink October 2024, the “Not for Sale” campaign raised public awareness of the difficulties encountered by women who have had breast cancer in accessing property. It also informed the public of the possibility offered to these women by CNP Assurances and its partners since March 2024 of no longer having to wait for the end of the five-year right-to-be-forgotten period to complete their real estate or professional projects. As a responsible insurer, CNP Assurances lifted the obstacles for these individuals and enabled them to take out an insurance policy, with no additional premiums or guarantees, for their real estate or professional loan on the completion of their therapeutic protocol. Some 60,000 women are diagnosed with breast cancer in France every year.

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 SeLogger.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.

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

In addition to Gold in the 2025 Grand Prix Stratégies de la Communication d'Engagement and the 2025 TOP/COM Grands Prix Corporate Business awards, 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



"We are naturally extremely honoured and proud to receive the Grand Prix de la Good Economie for our 'Not for Sale' campaign, and we would like to thank the organisers. We share this satisfaction with our agency, The Good Company, which designed the concept. Above all, we are pleased to continue raising awareness of the cause itself, that of women having had breast cancer and who later encounter problems in completing their real estate and professional projects. We recently extended this initiative to prostate and testicular cancer, and we are extremely proud to continue making insurance more inclusive and pushing its limits to protect as many people as possible."

About CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with more than 8,300 employees. It generated net income of €1,550m in 2023. 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 3rd 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 14 million in retirement savings. CNP Assurances is a responsible insurer and investor (€400bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

Contacts

CNP Assurances

Florence de Montmarin +33 (0)1 42 18 86 51
Tamara Bernard +33 (0)1 42 18 86 19

servicepresse@cnp.fr

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ⁱ The Grand Prix de la Good Economie is organised by The Good, a media of the Influencia group focused on the environmental, social and societal transformation of businesses and territories.