

CNP Assurances expresses its employer promise through slam poetry and invites talented professionals to push the boundaries of insurance together

CNP Assurances is releasing a new film on its employer promise, "Pushing back the limits of insurance together". The Group has crafted an original creation to speak to the talents of today. Set to a rhythmic and inspiring slam, co-written with and performed by singer-songwriter Anna Kova, the film showcases the Group's commitments, ambition and vision of a more open world.

The film eschews traditional corporate cues to adopt a sensitive, artistic and authentic narrative. The 90-second creation features a unique voice recounting in slam poetry the experience of working at a Group that pushes the boundaries of insurance. An international and committed insurer of property and individuals, whose business is constantly evolving to protect individuals at every stage of life. As a responsible insurer and investor, CNP Assurances is working towards an inclusive and sustainable society. As an employer, it has been committed for over 20 years to fostering professional gender equality and promoting diversity.

The film is being launched in French and English to reflect the Group's presence in 17 countries and its ambition to unite its 8,300 employees around a single narrative.

To attract talent and boost internal pride

The new film is the highlight of a global employer branding campaign rolled out in 2025 and 2026. To strengthen the commitment and pride of CNP Assurances employees, it reflects their dedication and determination to transform the insurance profession every day. By embodying the values of CNP Assurances, the film invites candidates to join the Group's teams to make insurance more useful than ever.

Aurore Van der Werf

Human Resources Director, CNP Assurances Group



'With this film, we are affirming a strong employer promise, open to the world and true to our corporate mission as a responsible insurer and investor. We show that CNP Assurances is a committed organisation in which all team members can contribute to transforming insurance and making a positive impact on society. Insurance is not just a matter for experts; it is a commitment upheld by individuals who give meaning to their work. We chose the slam format to tell our stories with greater sensitivity and directness, true to the human experience that connects us. This approach affirms a culture based on listening, inclusion and the desire to excel together. It is a rallying point, nurturing both internal pride and our attractiveness.'

Fact sheet for the film "Pushing back the boundaries of insurance together"

Creative agency: Havas Paris

Production: Prose & Pixels, Emilie Brault

Creation/writing: Julia Benrabah

Editing: Thomas Richard

Music: Dark Guitar by Redzol

Sound engineering: Gaëlle Senn

Head of sound: Alexis Venot, Arnault Chagnon, Wilfried Jourdan

Performed by: Anna Kova

Length: 90 seconds

Dissemination:

- CNP Assurances internal channels (intranet, newsletters, screens, etc.)
- Use of the film at forums and trade fairs, HR events and onboarding journeys
- Distribution on LinkedIn, YouTube, affinity platforms, and the cnp.fr website

ADVERTISER: CNP Assurances

Personnel in charge: Agathe Sanson, Head of Stakeholder Dialogue, Communication and Sponsorship; Jean-Sébastien Bouget, Head of Internal and Employer Communication; Lydie Hacquet, Head of Brand and Corporate Communication.

To watch the film in English, it's [HERE](#)

It can also be seen on our website: cnp.fr

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 €1,582m 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 3rd largest insurer in Brazil. Its solutions are distributed in 17 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 (€415bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

Contacts

Florence de Montmarin +33 (01) 42 18 86 51
Tamara Bernard +33 (01) 42 18 86 19

servicepresse@cnp.fr

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