

Paris, 21 September 2015

## CNP Assurances launches a radio campaign aimed at business leaders on the subject of protection

**After the broadcast of the TV advertisement "insuring all our futures" and the deployment of its press and digital marketing campaign, CNP Assurances is today (and until 12 October 2015) returning to the airwaves in order to reassert its expertise on the subject of personal protection, particularly for professionals, within the context of company health insurance covered by the ANI (national inter-professional agreement).**

Over three weeks, CNP Assurances will have radio announcements broadcast during peak listening times (from 6:00am to 9:00am, and from 6:00pm to 8:00pm) on six leading French radio stations: BFM, Europe 1, France Info, France Inter, RMC and RTL.

A specialist and major player in personal protection, and more specifically in the company health insurance market within the context of the ANI (national interprofessional agreement), CNP Assurances intends to promote its offer of products and services aimed at employees, managers of SMEs and micro-businesses, artisans and merchants, and the general public.

3 different commercials, each with a duration of 30 seconds, will be broadcast:

- The first, aimed at business leaders, presents the CNP Assurances' offers and health service solutions for providing proper protection to employees and their business such as, for example, aid for the replacement of an employee on sick leave (ANI).
- Another commercial highlights the personal risk and health insurance offer from CNP Assurances, which provides protection for professionals in their area of activity.
- The third commercial will be aimed at individuals, presenting offers for personal risk and health insurance products and services, adapted to each person's individual plans.

The radio campaign, created by the advertising agency Leo Burnett, takes place in two phases: in order to reach the target demographic of company managers and opinion leaders, commercials will air during primetime or late afternoon news slots as well as during podcasts sponsored by CNP Assurances.

This radio phase constitutes the third component of CNP Assurances' actions to spread the word on the subject of personal protection: it was preceded by the broadcast of the TV advertisement "insuring all our futures" and followed by a press and digital marketing campaign with four key messages focused on protection:

- *"Our profession is protecting all professions,"*
- *"Protecting a business means protecting those who make it succeed,"*
- *"Everyone needs to be well-protected,"*
- *and "We protect something priceless: your quality of life."*

## Credits

### **Advertising agency: Leo Burnett Paris**

Vice president and executive creative director: Xavier Beauregard

Artistic director: Laëtitia Chrétien

Copywriter: Jean-François Le Marec

Managing director: Stéphane Billard

Advertising manager: Anne Legrand

### **Advertiser: CNP Assurances**

Communications and strategic marketing manager: Agathe Sanson

Brand services and corporate communications manager: Florence Pierre

Brand and advertising manager: Eliane Razou

## About CNP Assurances

CNP Assurances is France's leading personal insurer with net profits of €1,080 million in 2014. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has more than 28 million personal risk/protection insureds worldwide and more than 13 million savings and pensions policyholders. For 160 years, CNP Assurances has been protecting people against the risks of everyday life. The Group designs and manages life insurance, pension, personal risk insurance and protection products (term creditor insurance and health insurance).

- In France, CNP Assurances distributes its individual insurance products through La Banque Postale and the Caisses d'Épargne, as well as through its own network: Amétis. In Brazil, its second largest market, the Group's partner is Caixa Econômica Federal, the country's second-biggest state-owned bank.
- In group insurance, CNP Assurances crafts tailor-made personal risk, pension and term creditor insurance products that are aligned with the needs of companies, local authorities, mutual insurers, non-profit organizations, and banks in Europe and Latin America.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 (the first market) and has a stable shareholder structure thanks to the signing of an agreement between its major shareholders (Caisse des Dépôts, La Banque Postale, Groupe BPCE and the French State).

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