

Press release



CNP Assurances launches its new communications campaign #ATousNosAvenirs

Paris, 6 March 2017

CNP Assurances innovates for the protection of all and illustrates it through its new print and digital communications campaign which is launched today.

To embody areas of innovation linked to CNP Assurances; a reactive and innovative Group, close to the people with both humane and solidarity values, this campaign, imagined by Leo Burnett, highlights real people whose individual courses are both bold and generous.

The video campaign distinguishes itself by its deliberately realistic semi-documentary style. Olivier Delacroix, journalist and TV host (« Dans les yeux d'Olivier » on France Télévisions) was chosen as the director because of his capacity to create portraits filled with emotion and humanity.

Four videos of slightly more than two minutes each, detail in an interview, CNP Assurances' areas of innovation such as:

- ▶ Investing in start-ups, with the Open CNP program, dedicated to protecting all
- ▶ The quality of protection supplied to SMBs' employees through the Ametis network
- ▶ Designing specific products for the Y generation (the 18-35 years old community)
- ▶ The Lyfe health and well-being services platform to take care of oneself and relatives



The stories of Jean-François, the mayor of a small rural municipality who does not give up when faced with a medical wasteland, Audrey, who fights to have innovations benefit the most people and specifically those with disabilities, Julien, who has given a new meaning to his life by leaving his work in finance to start his own cabinet-making business, and Vincent who believes that it is never too early to start changing the world, are to be discovered in a print and digital ecosystem orchestrated by the agency UM Mediabrands.

The videos are relayed on the web through four 20-second teasers. Different banners, in a large variety of formats, representing the campaign's four faces are also published on selected peer websites, on mainstream social (Facebook, Twitter) and professional (LinkedIn) networks. Print advertisements are also implemented.

The #ATousNosAvenirs campaign contributes to the brand platform « Assurer tous les avenir ».

**Discover the videos and photos of the campaign #ATousNosAvenirs
by clicking on the following link :**

<http://www.cnp.fr/ATousNosAvenirs>

Fact sheet:

Communications agency: Leo Burnett Paris

- Vice-president Chief Creative Officer: Kurt Novak
- Artistic director : Thomas Defert
- Designer Editor: Olivier Mille
- Managing Director: Stéphane Billard

Media agency: UM Mediabrands

- Sales director: Nathalie Bigot
- Account manager: Laurence Pichot
- Digital strategist: Charlotte Jourdan

Announcer: CNP Assurances

- Communications and strategic marketing director: Agathe Sanson
- Head of the brand and corporate communications department: Florence Pierre
- Head of brand and advertising: Eliane Razou

About CNP Assurances

CNP Assurances is France's leading personal insurer with net profit of €1,200 million in 2016. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has more than 36 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'Epargne, 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 organisations, and banks, in Europe and Latin America.

CNP Assurances has been listed on the first market of the Paris Stock Exchange since October 1998 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).



www.cnp.fr



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[LinkedIn](https://www.linkedin.com/company/cnp-assurances)

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