

CNP Assurances makes itself heard this summer with its #HorsDesCases campaign

From 17 August to 6 September 2020, CNP Assurances is again making itself heard with the launch of a new wave on TV of its advertising campaign #HorsDesCases “Outside of the boxes”, whose director, Leigh Powis, has just won the Silver Screen at the prestigious Young Director Award 2020.

Conceived with *The Good Company* agency, the film #HorsDesCases conveys CNP Assurances's capacity to open up to everyone and give them even more protection. This new episode of the saga again uses Chostakovitch's famous Waltz no. 2, and illustrates the diversity of present-day journeys and lifestyles, which no longer necessarily fit into boxes. It also highlights CNP Assurances's transformation and its commitment to co-building and ensuring a more open world. It was directed by Leigh Powis, whose talent has been recognised by a Silver Screen at the prestigious Young Director Award 2020. Created more than 20 years ago, these global awards recognise young directors in the field of advertising.

After a first airing in March 2020, CNP Assurances is relaunching its advertising campaign on television from 17 August to 6 September 2020 to open it up to as many people as possible, then online from 31 August to 11 October 2020, and in the press from the end of August to mid-November.

During lockdown, CNP Assurances dedicated its radio advertising space to partner associations and foundations.

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe and Latin America, where it is very active in Brazil, its second largest market. As an insurance, coinsurance, and reinsurance provider, CNP Assurances designs innovative personal risk/protection and savings/retirement solutions. The company has more than 38 million insured in personal risk/protection insurance worldwide and more than 12 million in savings/retirement. In accordance with its business model, its solutions are distributed by multiple partners and adapt to their physical or digital distribution method and to the needs of customers in each country.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998. The Group declared a net profit of €1.412 billion in 2019.

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