

Press release

Paris, 2 October 2020

CNP Assurances scoops a prize at the 2020 Trophées de l'Assurance for its #HorsDesCases campaign

At the prize-giving ceremony for the 19th Trophées de l'Assurance 2020 event held on 1 October 2020, CNP Assurances received the bronze award for Innovation for its #HorsDesCases (Outside the Box) advertising campaign. The film's director, Leigh Powis, had already scooped the "silver screen" at the prestigious Young Director Awards 2020.

The jury for the Trophées de l'Assurances 2020 picked CNP Assurances for its #HorsdesCases communication campaign, awarding it the Bronze Award for Innovation in the communication category.



Designed with the agency The Good Company, this TV, digital and press campaign highlights CNP Assurances' new signature "Assurons un monde plus ouvert" (Insuring a more open world) and expresses its capacity to protect people and everything that matters to them over the long-term. Backed by a re-orchestrated version of Shostakovich's famous Waltz no.2, this new episode in the saga illustrates the diversity of present-day journeys

and lifestyles, which no longer necessarily fit into boxes.

The advertising campaign highlights CNP Assurances' commitment to having a mindset resolutely open to others and to the world, to help build a more inclusive society and a more sustainable environment

After a first airing in March 2020, CNP Assurances relaunched its advertising campaign on television from 17 August to 6 September 2020 to open up to the wider world, then online from 31 August to 11 October 2020, and in the press from the end of August to mid-November 2020.

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 income of €1.412 B in 2019.

About The Good Company

The Good Company is first of all a committed and independent entrepreneurial adventure, founded by a group of talented people from different horizons: passionate professionals recognised in their fields (design, strategic planning, corporate communication, public relations, digital communication, influence and social networks). The Good Company targets companies, organisations and managers who want to create more responsible products, services, experiences and communication. It operates mainly in goodvertising, communication for good and responsible communication.

Since brand communication today is built on acts as much as words, The Good Company's offer is based on two pillars: Consulting and Design. Its multidisciplinary, multicultural teams are able to support brands from the preliminary consulting phase (business, brand and innovation) through to the final design (paid, owned and earned).

The Good Company is a member of 1% for The Planet and is in the process of becoming B-Corp certified.

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