
Press Release

Paris, 18 November 2020

CNP Assurances wins gold at the Trophées Marketing 2020 Awards for its adverts supporting four partner charitable associations

Owing to COVID-19, the Trophées Marketing 2020 Awards, initially scheduled for 12 May 2020, were held during Marketing Day, 17 November 2020. CNP Assurances, accompanied by The Good Company, won the gold prize in the audio category for the support it provided to the non-profit sector during the COVID-19 crisis.

In May 2020, during lockdown, CNP Assurances announced that it was dedicating the radio advertising space of its brand campaign to put the spotlight on four partner charitable associations and foundations engaged in the fight against the pandemic:

- the Fédération des Associations Générales Etudiantes (National federation of student associations - FAGE), which helps students experiencing deprivation,
- Secours Populaire Français (French Popular Relief), which supports the most vulnerable members of society,
- the Fondation des Femmes (Women's Foundation), which helps women who are victims of domestic violence,
- and Fondation Hôpitaux de Paris – Hôpitaux de France (Paris Hospitals - French Hospitals Foundation) and its programme "a good meal for proper care" for caregivers.

These four charitable associations and foundations thus had the opportunity to make use of an additional window of media coverage and thus raise public awareness of their causes to collect donations. This committed measure – conceived by The Good Company, in partnership with The in production and UM for the media plan – gave rise to four radio adverts for the four charitable associations, broadcast on RTL from 4 to 10 May 2020.

This solidarity action on the part of CNP Assurances was rewarded with the gold prize at the Trophées Marketing 2020 Awards, organised by Marketing Magazine and emarketing.fr in the audio category.

This category values strategies mainly focused on audio formats (adverts, podcasts or content sponsorship) in order to work on the reputation of a brand or promote one of its offers.

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 million 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).

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