

## **CNP Assurances returns to our screens with its “Outside the box” campaign**

From 8 March 2021, CNP Assurances will again make itself heard on television and digital media with its advertising film “Outside the Box”, conceived with the Good Company in 2020.

Scheduled to run until May 2021, CNP Assurances' new campaign favours two types of media: television for visibility and digital, to target 35-59 year-olds in particular. On television, the film will be broadcast exclusively in its 30-second version, while it will be shown in several formats on digital media (90, 45, 30 and 15 seconds).

“Outside the Box” was awarded the Young Director Award 2020 for its direction by Leigh Powis, won an EPICA Award for the production by Gang Films, and received the Innovation Trophy in the bronze category at the 2020 Insurance Awards. As a theme, it uses Shostakovich's famous Waltz no. 2, and features scenes from everyday life.

The film illustrates CNP Assurances' capacity to open up to others and the world in order to give everyone more protection, and the diversity of present-day journeys and lifestyles. This new episode of the saga carries the tagline “Let's insure a more open world”.



**[Watch the 30 seconds format film](#)**

**[Watch the 90 seconds format film](#)**

## Data sheet

### **ADVERTISER:** CNP Assurances

People in charge: Agathe Sanson, Head of Strategic Marketing, Communication and Sponsorship  
Lydie Hacquet, in charge of the brand department and corporate communication  
Eliane Razou, brand and advertising manager

### **AGENCY:** The Good Company

Agency heads: Luc Wise, Julien Quidor dit Pasquet, Xavier Real Del Sarte  
Creatives: Jacques Denain, Philippe Pioli-Lesesvre  
Creative director: Jacques Denain  
Copywriter: Philippe Pioli-Lesesvre  
Strategic planning: Nina Kurose  
Project manager: Lisa Buisson  
PR, E-PR manager: Leïla Touthi  
TV producer: Barbara Vaira

### **TV PRODUCTION:** Gang

#### **DIRECTOR:** Leigh Powis

Producer: Jean Villiers  
Production manager: Christophe Ancelet  
Cinematographer: Brandon Kelly  
Production service: Pacha productions - David Van Berg  
Chief editor: Adriana Legay  
Colour grader: Didier Le Fouest  
Colour grading: Mikros MPC  
Post-production: Bandapart  
Post-producer: Julien Daniel  
Sound design: Leigh Powis

### **MUSIC:** Jeremy Wallace Maclean

### **SOUND PRODUCTION:** The Producteur : Xavier Benoist

### **ECO-SHOOTING:** Secoya

Eco-manager: Alison Begon  
Eco-assistant: Theodore Debroye

### **PHOTOGRAPHY:** Manu Fauque

### **PHOTOGRAPHIC PRODUCTION:** EyeSee

Art purchase: Alexandre Le Gentil

### **MEDIA AGENCY:** UM-MEDIABRANDS

Media agency managers: Laurence Vigeannel, Camille Van Overbeke, Charlotte Jourdan, Guillaume Broggio

## 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 36 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 as well as 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 €1,350 million in 2020.

## Contacts

Florence de Montmarin	+33 (0)1 42 18 86 51
Tamara Bernard	+33 (0)1 42 18 86 19
Caroline Ceintrey	+33 (0)1 42 18 85 73

**servicepresse@cnp.fr**

Follow us on:    

