

AA Insurance collects two awards for ‘Reasons to Care’ campaign

Auckland – 19 October 2018 – Doing something different has paid off for AA Insurance. Last night the company won twice at the New Zealand Effie Awards in association with TVNZ, for its ‘Reasons to Care’ campaign.

“Taking a silver for Most Effective Integrated Campaign, and a bronze for Short-Term Success, during the biggest night on the New Zealand advertising industry calendar, is incredibly humbling,” says Richard Park, Head of Marketing and Distribution, AA Insurance.

“Our marketing team worked hard on this campaign with our agency, DDB, to help us tell Kiwis that AA Insurance is more than just a car insurer. For us, the trick was to do something a little different to our other campaigns” he says.

“If you talk about something people care about you’ll have their attention, and that’s exactly what we did, mixing it up because people care about different things. Puppies, food and grandmas are our heroes, and the response has been incredible.”

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About AA Insurance

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Vero Insurance New Zealand Limited (VINZL). Since 1994 we have demonstrated trusted expertise in home, contents and car insurance in New Zealand, and in 2018 introduced commercial small business insurance. We underwrite our own policies and sell direct to New Zealanders. Our more than 700 staff look after over 385,000 customers with around 745,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader’s Digest Most Trusted Brands (since 2011), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (2013-2018), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand’s most successful companies.

 **AA Insurance**

AA Insurance has an A+ (Strong) Insurer Financial Strength Rating given by Standard and Poor's (Australia) Pty Ltd. For further information visit aainsurance.co.nz.

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