

AA Insurance wins gold for ‘Live a Little Freer’ campaign

Auckland – 05 October 2020 – AA Insurance has taken gold at the 2020 APAC Effie Awards in the David vs Goliath category for the incredible results achieved in the first year of its Live A Little Freer campaign.

The award ceremony took place virtually to an audience of marketing and communications practitioners from across the Asia-Pacific region on 24 and 25 September, in celebration of the best in marketing excellence. This year 122 finalists from 12 territories contended for top honours, with winners being chosen by an international jury of agency and client representatives.

“We are proud to win this award for a very successful and effective campaign,” says AA Insurance’s GM of Marketing, Richard Park. “Our marketing team worked hard on Live a Little Freer with our agency DDB Group Aotearoa, to encapsulate the vision of the company, which is all about looking after our customers, so they’re freed up to live their own lives, without worrying about insurance.

“Using a different approach and a little humour, customers could easily see they were covered for life’s accidents like over-zealous parking, weathering a storm or dancing over white carpet with red wine,” he says.

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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 nearly 800 staff look after over 440,000 customers with more than 880,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader’s Digest Most Trusted Brands (10 consecutive years since 2011) and Quality Service Award for Car Insurance (since 2015), Canstar Blue Most Satisfied Customers (2013-2018),



and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies. Last year, AA Insurance was also named Consumer's 2019 People's Choice award winner for car, home and contents.

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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