

Three silvers for 'Live a Little Freer' campaign in NZ awards

Auckland –2 November 2020 – Following AA Insurance's gold at last month's APAC Effie Awards for its Live A Little Freer campaign, the insurer took another three silvers at New Zealand's Effie Awards late last week.

An annual event that celebrates the most effective marketing ideas to emerge from New Zealand, this year's Effie Awards took place via a virtual awards ceremony on 29 October.

The awards bring attention to long term success; campaigns that have gone beyond short term returns and created genuine lasting change for an organisation. A panel of expert industry judges assessed entries in two rounds, and this year selected 80 finalists across 19 categories.

"AA Insurance and our marketing partner, DDB Group Aotearoa, won silver in three categories for our Live a Little Freer campaign; Consumer Services and Best Strategic Thinking and Most Effective Integrated Campaign," says AA Insurance's GM of Marketing, Richard Park. "This is the second year this campaign has been shortlisted; last year we received a silver in the Consumer Services category and we're a finalist for Best Strategic Thinking.

"We're proud to be named as a finalist this year and among many other well-known brands in our categories such as Lotto NZ, McDonald's, Lion and Vodafone. We're also pleased to work with our agency, that won Most Effective Agency of the year.

"It's humbling to be recognised in this award for a very successful and effective campaign, which is all about looking after our customers, freeing them up to live their own lives without the worry of insurance."

ENDS



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.

For more information please contact:

Nicole Steven, Botica Butler Raudon Partners, (09) 303 3862, 021 025 31886 or nicoles@botica.co.nz