

#ANTIBADLUCK

UN SAR: WHEN SUPERSTITIONS MEET INSURANCE

▶ CAMPAIGN CONTEXT

Romanians tend to think of insurance as throwing money out the window. They tend to underestimate the importance of being insured against potential risks.



In order to increase public awareness regarding insurance, UNSAR (The National Union of Insurance and Re-insurance Companies in Romania) is constantly developing education campaigns. They also conduct studies with IRES, in order to better understand and adapt to people's needs in terms of insurances.

According to the last such study, out May of 2020, most Romanians are better informed, with over 61% (+11% from 2019 edition) of respondents providing answers that support this statement. But there is a need for more information especially in current context, when the pandemics made people more aware on the risks to which they expose themselves on their daily lives. The studies show that among biggest fears, when it comes to risks, Romanians acknowledge: fire, sickness, auto crashes, thefts and natural disasters.

▶ AUDIENCE

There is a general belief that these bad things cannot happen to me or I am too young to think of this. The pandemic came as a shock, a reality check that made everyone more aware. But people still don't know what the entire range of insurance products can do.

▶ OBJECTIVE

Get people talking about different types of insurance. Reframe the way in which Romanians look at these products.



CREATIVE IDEA

▶ **#ANTIBADLUCK – We all have superstitions, but we should also have insurance.**

The campaign sheds light on superstitions - a part of everyday life and, at the same time, a common feature of people everywhere, who thus try to explain the unforeseen and attribute miraculous causes to it. Superstitions are a part of many cultures on the globe. In US there are many buildings where 13th floor doesn't exist, or the day of Friday 13 is considered to affect people. In reality studies in Netherlands show that during this day are less car crashes as people pay more attention. Also, in Romania, superstitions are part of our cultural

identity and people tend to avoid doing certain activities or to do things different in certain conditions. This was the intriguing truth: all of us are superstitious to some extent (some more than others), which means that we acknowledge the actual possibility that, pardon our French, shit can happen. But even so, we so rarely act upon this in a rational and logical way: get insurance. We chase bad luck away in all kinds of ways, which is fine, but shouldn't be the only way to approach this. We could, after all, or before all, get insured.

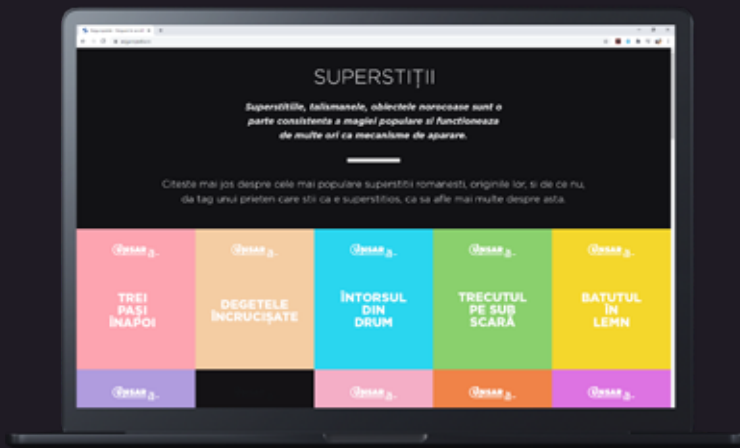
▶ PLANNING

We partnered-up with renowned sociologist **Gelu Duminică** and identified the most popular 10 local superstitions, digging up a bit of context about them, some even dating as far back as Celtic and Ancient times. We also took a look at the UNSAR-IRES studies, in order to find insights on people's concerns and needs. We matched superstitions with different types of insurances.



In order to communicate our messages and use the pandemic restrictions in our benefit, we deployed an online campaign with different components, ensuring (pun intended) wide distribution:

- Media: press release, advertorials in top publications, display campaign (online banners) programmatic and also targeted to selected publications;
- Influencer partnership with George Buhnici and Mariciu;
- Partnership with sociologist Gelu Duminică;
- Social media: promoted posts, display campaign;
- The campaign also included a landing page - <https://asiguropedia.ro/antighinion/>.



▶ EXECUTION/ IMPLEMENTATION:

We designed an online campaign concept, with the aim of increasing awareness regarding insurance and also to make people more responsible regarding how they approach the risks from their lives.

We created 10 different KVs using a different superstition for every visual. They each linked to a different type of insurance and sections of the landing page.

We officially launched the campaign on August 19th with a series of online communication activities, including the press release and banners. We distributed advertorials to selected top media outlets.

We took the campaign to social media and captured the interest of outstanding numbers of people. We created 10 posts, one for every visual and boosted them on Asiguropedia Facebook page. The influencers involved in this campaign added value with personalized content.



George Buhnici talked about our campaign in his podcast, which was well distributed in social media.

[WATCH PODCAST](#)



Also, Mariciu another well-known vlogger, posted different content on its channels with big impact especially among younger people.

[WATCH VLOG](#)

#ANTIBADLUCK RESULTS

An overall reach of over 1,4M people:

1,4 MIL reach (total)

980K reach only on FB

3,1 MIL views (display)

▶ NEXT STEP

The campaign was widely appreciated by the member companies of UNSAR, who are now deploying its “sequel”, centered around the October Month of Home Insurances.

