

Winning remake of AA Insurance's Dinosaur vs Unicorn ad announced

TVNZ 1's Seven Sharp competition, 'Kiwis Take a Break', recreates iconic ads

Auckland – 4 October 2021 – Kirsty Cameron was named as the winner of the TVNZ 1's Seven Sharp competition, 'Kiwis Take a Break', for their interpretation of AA Insurance's Dinosaur vs Unicorn television commercial.

The competition, which ran late last month, asked Kiwis to recreate one of three iconic TV commercials; AA Insurance's Dinosaur vs Unicorn, Toyota's Unbreakable Bond, and PAK'nSAVE's Stickman. The winning entries were aired on Seven Sharp on Friday 1 October.

"It's satisfying when a TV commercial for insurance resonates with the public, so we were delighted an AA Insurance TVC was one of the options Kiwis had the opportunity to remake in this competition," says Melodie Vickars, Head of Brand and Marketing for AA Insurance.

"While it's important for us to show how important insurance is to everyday Kiwi lives, this competition highlights that something financially important can also be fun, and Kirsty's entry, with help from her two boys, is exactly that.

"We were impressed with her 15 second winning entry – it was well thought out and executed, and showed a sense of humour. Congratulations Kirsty!"

Winners received \$5,000 each.

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

The logo for AA Insurance, featuring the letters 'AA' in a bold, black font inside a white circle, followed by the word 'Insurance' in a bold, black font. The background of the top left corner of the page is a decorative graphic of overlapping yellow circles of various sizes, creating a bokeh effect.

AA Insurance

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 860+ staff look after almost 470,000 customers with 930,000 policies.

We proudly partner with Eden Park and have been consistently recognised by: Reader's Digest Most Trusted Brands (11 consecutive years since 2011) and Quality Service Awards for Car, and Home and Contents Insurance (since 2015), Kantar Customer Leadership Index (since 2019), Canstar Blue Most Satisfied Customers (2011-2018), 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 NZ People's Choice award winner for car, home and contents (since 2019).

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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