

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

Auckland – 12 November 2021 – Following the success of AA Insurance’s ‘Live a Little Freer’ campaign last year’s the APAC and New Zealand Effie Awards, the insurer’s winning streak continues.

AA Insurance, with marketing partner DDB Group Aotearoa, took away a gold in the Sustained Success category at 2021 Effie Aotearoa awards this week – one of only 13 gold Effie’s to be awarded across 20 categories.

“This award recognises strategy and creative platforms that are ‘built to last’ and can demonstrate effectiveness over a period of at least three years – no small feat!” says Melodie Vickers, Head of Brand and Marketing at AA Insurance.

“We’re delighted with the recognition and want to say a big thank you to everyone who has helped and supported the campaign since its inception, especially the team at DDB Group Aotearoa.

“It’s humbling to be recognised amongst the best in the country 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.”

This year’s Convenor of Judges, Simon Lendrum, commented on the results saying: “The Effie Awards remain the gold standard of marketing effectiveness recognition. To claim ownership of our success in business we must be able to illuminate the path that led to it. This year’s winners do just that, demonstrating how great creative strategy delivers outsized results for businesses, brands, and public service organisations throughout New Zealand.

“Most of this year’s entries were delivered against a backdrop of lockdown, working from home, uncertainties surrounding consumer behaviour and supply chain solidity, and despite all of that achieved great results and tangible returns on investment. Proof, once again, of the power of creative effectiveness.”

The Commercial Communication Council celebrated New Zealand’s most effective marketing ideas via a virtual awards ceremony on 10 November.

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 120 expert industry



judges assessed entries in two rounds, making the selection of just over 115 finalists across 20 categories. The Effie programme is held in over 50 countries and has been run in New Zealand by the Commercial Communication Council for two decades.

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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 930+ staff look after over 480,000 customers with 970,000 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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