

OUR NEW PROTECTION CAMPAIGN!

We are the first life company in Ireland in a number of years to launch a major national campaign promoting the need for family protection. This is a big investment by us to help make consumers more aware of the need to financially protect their families.

What's happening?

TV Ad



Protect what's important to you... we'll have national TV across RTE, TV3 and digital stations starting from the 25th May.

Radio Ad



The radio ad will be running on national and regional stations as a follow up support to the TV campaign.

Online Ad

Major on-line and digital campaign – the target audience for the campaign spends as much time on-line as watching TV.



PR and media campaign



Including teaming up with Dr Mark Hamilton of RTE's "How long will you live?" to help make people aware of the need to protect their families.

National press



We will be targeting mothers in lifestyle and weekend newspaper supplements.

New Look Website



Protection Crusade

Protection Direct Marketing Campaign

The theme of the DM campaign is 'Protecting what's important to you'.



Protection made easy – new consumer guide

We're launching a simple Plain English guide to protection for customers.



New Product Literature and Sales Supports

- New look protection booklets
- Protection product guide
- Understanding claims flyer
- Campaign news



Product Updates

- Improved specified illness cover
- Increased terminal illness benefits
- Increased guaranteed insurability
- Protection flexibility

