

New Ad Campaign and Sales Contest

Submitted by Josh on April 25, 2014 - 11:37am

Insuring Insurability Campaign and Great Head Start Contest

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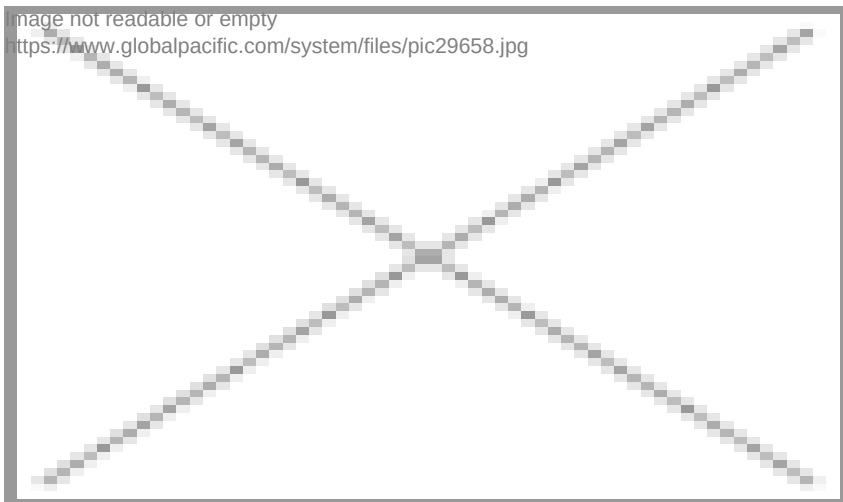
As part of Desjardins Insurance's mandate to promote awareness of the Desjardins brand and our portfolio of life and health insurance and savings products, your friends in Marketing Communications are proud to tell you about an innovative new media initiative launching this month around critical illness insurance for children.

You'll be glad to hear that this innovative, national campaign offers the opportunity for you to engage your clients and prospects in a conversation about their children and win \$5,000 by entering an interactive contest!

Insuring Insurability Campaign

The campaign message established in a feature interview with Reh Bhanji, Regional Sales Director, is that buying a permanent critical illness insurance policy for a child today is the smart way to give them a great financial head start in life.

The interview on Canadian Better Living TV will debut on CTV this Saturday, April 26th, 2014 at 11:30 am. It will also be broadcast 3 times on the FOOD Network, May 24th @ 8:00am, May 31st @ 8:30am and a date TBD. The video can be found on the Desjardins YouTube channel and will also be available on the Canadian Better Living website for a year.



This ambitious campaign also involves a multi-platform media strategy that will enable us to reach a large audience of key consumers, multiple times, over a 30 day period. Other campaign elements include:

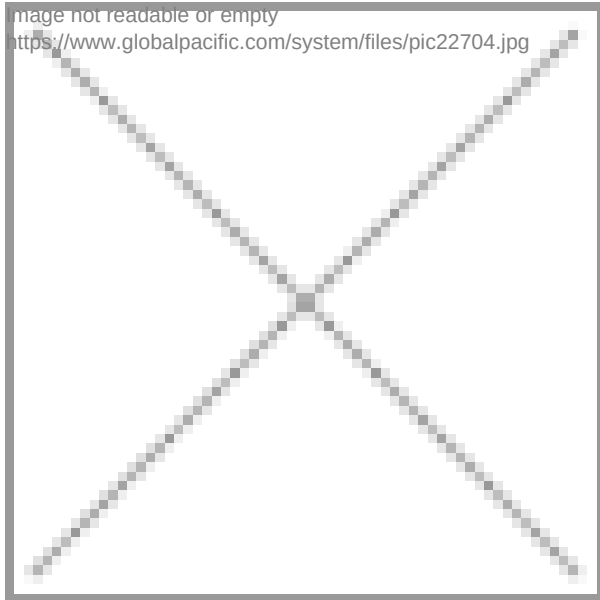
- 60 second info spot broadcast to over 500 medical waiting rooms across the country for 30 days
- Feature article in the Smart Brand monthly e-blast to over 1 million subscribers

- Web banner on Canadian Better Living sites
- A Facebook ad with a guaranteed 4-million impressions

The Great Head Start Contest

Parents today are more focused than ever on doing everything they can to ensure their kids get off to the best possible start. With that in mind Desjardins Insurance created the Great Head Start Contest so Canadians can have a place to share their ideas of what makes a Great Head Start.

They hope that you will take the opportunity to reach out to your clients, your prospects and your community and encourage people to visit www.GreatHeadStart.com between April 25th and June 5th2014.



Someone's going to win \$5,000 to help make all the difference in a child's life!

If you have any questions about the campaign, please write to headstart@dfs.ca or call 1-877-381-3599.

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