

WHAT CAUSED THE TEAR TO DROP

MISSION

The brand, which incidentally is one of Nigeria's biggest insurance companies, had suffered a long spell of silence, and as a result, had lost equity in the minds of the target.

Research proved that in comparison to their competition, they had much more trust with their loyalists, and their policies and fees were much more reasonable. However, for this to be communicated, we needed to regain and dominate share of heart.

We were required to create a campaign that would deliver on both awareness and emotional values.

IDEA

We decided to create a campaign using a story with high emotional value, yet so simple that even the less exposed target would understand and connect. This campaign would be driven primarily by TV, while radio and other media supported.

In Nigeria, the ratio of exposed people to the less

exposed is still considerably more, and this is the reason why the story had to be simple.

In profiling the target, we realized that in almost every household and/or relationship in Nigeria, the woman is the stronger influencer in the decisions to acquire necessities for either the home, or the family.

Insurance happens to be a necessity, and by targeting women, we could use them to influence the men who have the purchasing power, but are too rational to be influenced by advertising (Most have been exposed to so under-delivered promises from so many “rational” ads within the same category, that they had lost their trust).

Competitive analysis showed that other insurance companies cluttered the media with the same type of ads, saying the same thing. So we needed to create a story which would be different enough to hold the attention of the primary target (women) right from the very beginning.

To drive the ad, we employed the use of an emotional song, whose lyrics contained everything the brand promised, but constructed to align with the mindset of most Nigerians.

From research insight also, we realized that the general nature of Nigerians is very emotional.

RESULTS

As anticipated, the TV spot was an instant hit with the women who were exposed to it. What we didn't anticipate however, was the success rate of the campaign with even the men!

This was evident from measurable results from social media, and to date, this is the first Nigerian ad that has been voluntarily shared by people on Facebook.

The comments section exploded with about 98% positive comments, 100% of which understood the commercial from the very first watch.

The song was adopted by the target, who sang along to it, and even memorize the lines of the chorus.

The brand's awareness rating and also the number of inquisitive prospective customers experienced a sudden rise.

Currently, the campaign has catapulted the brand straight to the top of mind where insurance is concerned, rewarding us with very happy clients... and an even happier agency.

STRONG POINTS

The music was powerful enough to create that emotional connect with the audience.

The very first scene of the tear dropping was so captivating that it captured the interest of the audience and maintained it right to the very end.

The combination of both gimmicks created a powerful story that achieved our objectives.