

# Allianz Australia Insurance – Business Insurance



**ADVERTISER:**  
Allianz Australia Insurance

**AGENCY:**  
Clemenger Proximity Sydney

**INDUSTRY:**  
Insurance

**CAMPAIGN PURPOSE:**  
Acquisition & cross-sell

**MEDIA USED:**  
Direct Mail - scented Impact Mail

“Sending a burnt postcard to businesses was a great way to demonstrate that any element of their business could be affected, and if they weren’t insured for this loss, it could be catastrophic. Further to the dramatic look of burnt mail, we enhanced the concept with a burnt smell”  
**Jon Darren, Copywriter, Clemenger Proximity Sydney**

## Background

Allianz Australia Insurance is one of the country's largest general insurers. It offers a wide range of insurance and risk management products and services. This case study looks at a direct mail campaign created to promote business insurance.

## Objectives

Allianz Australia Insurance wanted to acquire new customers and cross-sell insurance to it's existing business customers.

## Strategy

Research had shown Allianz Australia Insurance that 30% of businesses are underinsured (source: ABS). Allianz Australia Insurance wanted to highlight this fact to prompt reconsideration of business insurance and increase uptake of their insurance product.

The target audience consisted of SMEs from trade, retail and office industries. To reach these audiences, prospect data was sourced from an external data company as well as existing Allianz workers compensation and motor data. It was imperative the four data segments would be targeted specifically to ensure meaningful communication.

Commercial insurance is often seen as a complex product. Using direct mail and this segmentation model Allianz Australia Insurance communicated at a one to one level ensuring the message was tailored and relevant to each segment. Direct mail was the ideal channel to carry the strategy into the creative execution.

## Creative solution

Allianz Australia Insurance wanted to plant the seed of doubt upfront and encourage the recipient to ask themselves the question, “what do they know about their insurance?” A postcard with a burnt-looking edge was used to visually demonstrate the fire damage. This was taken further by adding scent (burnt smell) in order to engage this powerful sense and achieve an even greater cut-through. To test the element of scent, only half of the articles were scented. All pieces were die-cut and mailed using the Impact Mail service. Four variable text versions were developed to suit the audiences: generic, trade, retail and office.

## Results

84 leads were generated with 37% (31) of these being converted into sales. Results were recorded for all segments with the trade area providing the best results. The scented mail pieces had a 2% higher return than the unscented.

The use of such extensive testing has allowed Allianz Australia Insurance and their agency to provide valuable learnings which will be used in future SME strategy development.

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