

Aviva – “Don’t let your cover slip...”



ADVERTISER:

AVIVA – Formally known as Norwich Union

INDUSTRY:

Life Insurance

CAMPAIGN PURPOSE:

Retention

MEDIA USED:

Direct Mail (Impact Mail)

Creative solution

To appeal to this group, a humorous visual metaphor of a middle-aged man losing his pants was used to communicate a product truth: customers could lose their valuable cover if they missed a cash payment.

The piece was visually appealing and the “pre-filled” form, reply envelope and terms and conditions information inside the piece gave it an “easy to use” quality.

Results

The campaign was measured by the number of completed forms. In an industry with a traditionally low response rate of 2%, the campaign achieved a rate of 7.5% and for every dollar spent on marketing, the campaign produced a ROI of \$77.46.

Because of the cut-through from Impact Mail and the proposition, it is now an ongoing campaign at Aviva.

The role of direct mail

Aviva believe Impact Mail was critical in driving the response rate. They were able to use creative that generated cut-through and the campaign was timed perfectly to coincide with tax time.

Background

A large segment of the Aviva life insurance customers paid for their policy by cash or cheque. Demographically, these were middle-aged male customers who were more comfortable with traditional payment methods.

This represented a risk to Aviva customers because if a payment is missed the policy’s protection may lapse. To keep customers protected, Aviva developed a campaign to migrate these customers to direct debit.

Strategy

Strategically the campaign was conceptualised to maximise return on investment. Tactically, the timing of the mail out was to coincide with “tax time” for greater impact.

The strategy was to reposition Aviva life insurance as surprising, inspiring and building a better tomorrow.

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