

## **AA Insurance and AA scoop top marketing award with AA Home**

**Auckland – 14 September 2018** – Collaboration has paid off for AA Insurance and the AA. Last night the partners took the Supreme Award at the annual TVNZ-NZ Marketing Awards for their AA Home Response campaign.

AA Home Response, which connects customers with AA Home tradespeople, 24/7, 365 days a year, was determined the smartest piece of marketing thinking for the year from among 12 of the New Zealand's biggest brands including Air New Zealand, The Warehouse, Genesis and NZME.

“This is a great outcome from some great collaboration between likeminded partners,” says Richard Park, Head of Marketing and Distribution, AA Insurance. “We’re both dedicated to looking after our customers, and this shows in the connection we’ve made through our campaign and the great feedback we’ve had from those who have used the service.

“I’m extremely proud of the way the teams from AA Insurance, AA and our partners have brought AA Home to life, and this award recognises all their hard work.”

After launching in the Auckland region this February, AA Home Response is making its way down the country, with Kiwis in Waikato, Bay of Plenty and Hawkes Bay able to access the service from this month.

### **About AA Insurance**

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Vero Insurance New Zealand Limited (VINZL). Since 1994 we have demonstrated trusted expertise in home, contents and car insurance in New Zealand, and in 2018 introduced commercial small business insurance. We underwrite our own policies and sell direct to New Zealanders. Our more than 700 staff look after over 385,000 customers with around 745,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader’s Digest Most Trusted Brands (since 2011), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (2013-2018), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand’s most successful companies.

AA Insurance has an A+ (Strong) Insurer Financial Strength Rating given by Standard and Poor’s (Australia) Pty Ltd. For further information visit [aainsurance.co.nz](http://aainsurance.co.nz).



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