

## AA Insurance scores award for ‘Live a Little Freer’ campaign

**Auckland – 25 October 2019** – Doing something different continues to pay off for AA Insurance. Last night the company scored a win at the Commercial Communications Council Effie Awards, this time for its ‘Live a Little Freer’ campaign.

“Taking a silver for Consumer Services, during one of the most celebrated nights on the New Zealand advertising industry calendar, is a fantastic achievement and I couldn’t be prouder of our marketing team who worked closely with our agency DDB to encapsulate the vision of the company,” says Melodie Vickars, Brand & Marketing Manager, AA Insurance. “It was also great to be recognised as a finalist for Best Strategic Thinking at Eden Park, a venue we proudly sponsor.”

“After taking home two awards last year, our team has kept up the momentum and worked hard on our second campaign with DDB. They’ve really captured what AA Insurance is all about; looking after our customers so they’re freed up to live their own lives, without worrying about insurance. Once again, we resonated with our audience by doing something a little different in our campaigns,” she says.

“If you can help lighten their load, then you’ll have people’s attention. For many, insurance is just another thing to think about - from accidents caused by weather, children, or over-zealous parking – so we’re helping take the pressure off and the response has been fantastic.”

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### **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 720 staff look after 410,000 customers with nearly 800,000 policies.

 **AA Insurance**

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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