

Work showcase: getting leadership buy-in

Issued by [Dentsu](#)

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Yash Deb of Isobar Kenya shares how [leadership buy-in](#) helped connect one client to a new audience.



Client

[ICEA LION](#), Kenya

Campaign

[Back Your Future](#)

Challenge

General insurance company, ICEA LION, struggles to convey complex product information in a palatable and relevant format for millennials and is not perceived as innovative. Millennials do not want to invest with a company that has no “face”; they work hard for their money and are very cautious of who they give it to.

Our response

To listen to what the millennial audience was saying, and as a result, create youth appeal and provide consumer-centric information and messaging that would position ICEA LION as the “go- to” brand for wealth creation and protection.

Approach

In our mission to give the ICEA LION brand a relatable identity, we connected Kenyan millennials with some of the most influential and successful Kenyans via the #BackYourFuture campaign. No bots, just real people having real conversations around growing and protecting wealth.

Message

The key message we wanted the millennial audience to take away through the campaign was: “ICEA LION understands me, my dynamic life and diverse needs.”

Getting leadership buy-in

Leadership buy-in from ICEA LION was key – through it, we managed to convince the Asset Management CEO, Einstein Kihanda, to be part of our campaign. He was the face of an [expert advice video series](#) where no financial question was taboo. To pull this off, we worked very closely with our client and various teams within our agency, from client services to the development department. We adopted this approach from strategy to execution, having several intense brainstorming sessions along the way. Better work comes out of collaboration and surrounding yourself with interesting, diverse people. People that challenge you. People that might have opposing tastes or opinions. Continuously questioning the idea behind #BackYourFuture is what made it a success.

Results

- More than one million [Back Your Future](#) website impressions
- 200,000 website views
- 100,000 engagements

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