

Humorous TVC underlines why 1st for Women insures who they do

The new TVC for 1st for Women Insurance, conceptualised by Black River FC, underlines that men, as lovely as they are, err on the side of adrenaline. Some people call it impulsive and brave; insurers call it high risk. (video)

"The old adage - men are from Mars and women are from Venus - allowed us to explore scenarios in which men do ridiculous, dangerous and short-sighted things. The result is humorous and highly entertaining. We have no doubt that this campaign will continue to grow the brand which, since its launch in 2004, has captured the hearts and minds of thousands of South African women," says Carl Louw, executive head of Upstream, the insurer's marketing arm.

According to Suhana Gordhan, creative director of Black River FC, "While our previous campaigns also focused on the idea that men are a higher risk than women and featured men reversing all the way to Cape Town and falling off cliffs, this campaign ups the ante with jets, darts, exploding fizzy drinks and more."

Directed by Anton Visser from Velocity Films, the new campaign breaks through the clutter as it is based on solid and unique insights and has compelling retail offers for women.

"The creative translation of this insight allows female viewers to relate in some way. While the scenarios in the commercial are extreme, we all know a guy who has attempted something ridiculous or crazy just for kicks, a good laugh and a show of machismo. When you allow your audience to connect with your adverts, it encourages content that is worth remarking about," says Gordhan.

The TV campaign, which was launched on Women's Day, has been expanded to include a comprehensive radio, print and online advertising campaign.

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