

New ad campaign for King Price

King Price Insurance has recently launched a new ad campaign. The first advert and the series to follow track one man's desperate attempts to determine 'how they do it' - How is a company is able to offer the same insurance cover at the lowest price, with premiums that drop monthly? (video)

The ad agency producing the series is Halo and Bevan Cullinan of Fresh Eye Film Production is the director.

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