

New insurance brand uses stunt launch

Direct life investment company Frank.Net, owned and capitalised by Liberty Holdings, launched its multi-million rand ad campaign in Cape Town on 9 November 2010 at the forecourt of Cape Town Station, featuring an aerial sky walker who walked a tightrope between two cranes 60 metres high, in 35 km winds and pouring rain, while a helicopter flew overhead with a banner saying "If he dies, we pay." [video]



[click to enlarge](#)

The stunt, which was conceptualised by [FoxP2](#) and implemented by the company's PR agency [Tin Can](#), is aimed at creating viral talkability and adding momentum to the overall advertising campaign's straight talking, 'you die we pay' approach, which is set to change the way people think about buying life insurance, investments and health insurance.

"The brief was to position and differentiate the brand to drive demand, create a new category, challenge the convention of complexity, engage and empower consumers with a genuine emotional connection and create high visibility and talkability," says Lenerd Louw, the brand's CEO. "With this in mind we thought the name Frank, put forward by the agency was a great fit and communicates this open, forthright and honest approach to long-term insurance and investment."

He adds that the campaign needed to speak to consumers in an honest tone, without any of the emotional blackmail employed by many other brands in the category. "You won't find the company talking about the changing seasons of your life or using cute Labrador puppies in the visuals. It is tackling the subjects of death, disability, serious illness cover and retrenchment head on."

Louw says that the external brand team was handpicked via a rigorous pitching process. "We have ensured we have a good team of partners to take the business to market including FoxP2 (advertising), [Purple Cow](#) (digital) and Tin Can (PR)."

Cape-based ad agency FoxP2, which won the account in a six-way pitch, has been responsible for developing the brand name and personality, corporate identity and advertising launch campaign. The launch will be backed up with a direct, tell it like it is, jargon-free, ad campaign underpinned with the simple, but direct message of 'if you die we pay', that will run across TV, radio, print, outdoor, mobile and online from 10 November.

Television Commercials

"We developed a series of five TVCs with a production style that reflects the honesty of the brand," says Justin Gomes, creative director at FoxP2. "They do not use any big budget slow motion shots or tricky camera techniques - what you see is what you get. The adverts entitled, DSX, Tshabalala, Days of our Lives, Mole and Friendweb will run across all TV stations." As well as the five TVCs, the agency has conceptualised and created an infomercial using animation with humorous undertones.

TVC Credits

Creative Director: Justin Gomes/Andrew Whitehouse
Art Director: Michael Lees-Rolfes
Copywriter: Gavin Williams
Cinematography: Rob Malpage
Director: Peter Pohorsky
Film Company: Plank Film Productions
Music & Sound Composition: Arnold Vermaak Ex Jam

Print Campaign

The print advertising has been targeted at various sections of print titles and the messages have been customised depending on the placement. For example: travel sections - Frank says, make sure your family can mourn you in Mauritius; Obituary sections - Frank says, rest in peace; TV sections - Frank says, don't become a desperate housewife and Sports sections - Frank says, if you kick it make sure your family scores.

Print Credits

Creative Director: Justin Gomes/Andrew Whitehouse
Art Director: Ryan Barkhuizen/Michael Lees-Rolfes/Reijer van der Vlugt
Copywriter: Tommy Le Roux/Mimi Cooper/Justin Osburn/Simon Lotze/Gavin Williams

Radio Campaign

The radio campaign is a straight-talking one, devoid of any emotional music or overblown production techniques. It will run across various stations nationally creating top of mind awareness combined with a strong call to action.

Radio Credits

Creative Director: Justin Gomes/Andrew Whitehouse

Art Director: Ryan Barkhuizen/Michael Lees-Rolfes/Reijer van der Vlugt

Copywriter: Tommy Le Roux/Mimi Cooper/Justin Osburn/Simon Lotze/Gavin Williams

Production company: Milestone Studios

Sound Engineer: Virata Jugoo

Music & Sound Composition: N/A

For more, visit: <https://www.bizcommunity.com>