

## **Background**

Vero offers brokers and customers specialist insurance backed by the scale of a leading insurer.

This is the starting point of the creative for the new advertising campaign. Research told us that although brokers understand our specialisation, we need to convey the benefits more to end customers. Rightly, our customers rank actions higher than words. So we want to show how Vero's specialisation helps us develop a deeper understanding of our customers' needs - so we can meet them.

We also want to create an insurance concept that people will remember - to stand out from the crowd. The combination of humour and striking visuals reflects Vero's personality and shows that we are different from our competitors.

We hope you agree.