



## AXA & Sky Media

AXA's Branded Content takes us on a journey to a "Better Future Now"

Politics, pollution and poverty are only some of the negativities that plague the current headlines - and society. However, AXA envisages a much prettier picture of the world, helping industries take strides towards a more optimistic P-word: "Possibility" to unearth a "Better Future Now". But how does an insurance company tell this positive story in an authentic and trustworthy way? Well for starters, they join forces with expert storytellers (Sky Media, talkRADIO and News UK) and set out to show the public that they're more than just an insurance company, they are a voice for change.

15%

Increase in  
Brand Image

32%

Increase in Brand  
Relevance

50%

Of viewers exposed  
would consider AXA



### Challenge

The insurance industry is dominated by comparison websites and clouded by public perception that legacy insurers are not doing enough to positively support their customers or society. But AXA pride themselves on being a brand who care about the environment, public health and the future of tomorrow. Meanwhile, the brand's share of voice had been in decline, so they wanted to present their story in a compelling way and hoped it would meaningfully shift and improve their brand metrics. AXA aimed to improve both brand perception and consideration and increase ratings around 'human' and 'modern' attributes.



### Insight

AXA needed to prove their pursuit of a better, healthier future was genuine by connecting with their consumer on a more human and emotional level. Considering the savvy nature of audiences and the scepticism around companies overclaiming their credentials, AXA recognised that they couldn't just announce their position through standard advertising. They needed to deliver the message through compelling stories that comprised of engaging and understandable content that would resonate with their audiences and elevate perceptions of AXA as a brand - and the insurance category as a whole. Together, AXA and Havas decided to tell their story through media partners that deliver scale, trust, editorial strength and integrity, which brought them to Sky Media as their chosen television partner.



### Idea

Collaboratively, we decided that the best way to tell these stories and reach a wider audience would be to co-create a documentary series built around three core parts of AXA's research and investment focusing on their pursuit of a healthier future for people and the planet: The Future of Driving, The Future of Ageing and The Future of Our Oceans. To host this series, we needed an ambassador that was trustworthy and likeable, who would ask the right questions, and who could turn this overwhelmingly scientific information into bite-sized and understandable information for all audiences. We found a perfect match in the much-loved Sue Perkins who was exactly the type of person we needed to tell AXA's story - she brought integrity and intelligence to the content, but made the subject matter accessible with warmth, humanity and even some comic relief.



*We're delighted with our first large-scale partnership and see media partnerships playing a key role in achieving our ambitious objectives. The branded content engaged audiences in a way that had a positive sway on both brand building and performance metrics.*

*Karen Robson,  
Head of Marketing Communications, AXA UK*



## Activation

The 10-month AXA partnership campaign launched on the 1st October 2018 and ran until the 31st July 2019. Sue hosted the three documentary films, which were broadcast across Sky's TV portfolio (including Sky News and our YouTube channel) and housed on our On-Demand TV portal with its own dedicated 'A Better Future' VOD tile.

To launch each documentary, a long-form 120" ad-break roadblock took over Sky channels and were supported with additional targeted AdSmart and VOD placements. These long-form TVCs, as well as shorter 30" versions that were edited down from the documentary content, contained a red button trigger linking straight to the On-Demand documentary.

AXA-supported researchers and relevant Sky talent were interviewed within each film – taking the audience into a deep-dive exploration of the progress being made within each area. To elevate the conversation even further, these individuals went on to be interviewed by Eamonn Holmes on his talkRADIO drivetime show. Eamonn found the discussions so interesting, he invited AXA staff back on air to discuss the topics further. News UK amplified Sky's TV content and created long-form features in The Sunday Times Magazine with further in-depth evidence of AXA's work. All media partner brands featured AXA-supported scientists in their content, which was amplified across their digital and social platforms, meaning everything sought to educate consumers on the vital research that AXA was doing to help make lives better.



## Results

AXA's campaign drove impact and engagement higher than they'd hoped for, delivering incredibly positive results with increased consideration and sales; proving that branded content can impact brand and business objectives:

### Reach

- The documentary trailers achieved a heavyweight delivery of 468 TVRs, 4m BVOD impressions and nearly 2m AdSmart impressions
- Driving 25k views of the full-length documentaries.

### Brand Perception

- 32pp increase in Brand Relevance
- 15pp increase in Brand Image to an average score of 82%.

All key positive brand image statements saw an increase as a direct result of exposure to the campaign with brand trust seeing the highest increase at +14pp as well as positive shifts in AXA being seen as 'warm and engaging' and having 'the best interest of its customers at heart.'

### Consideration

- AXA saw the biggest rise in quarterly consideration scores in their internal brand tracker by over +4pp (a high not achieved since 2016)!
- Consideration in motor insurance category increased by 5pp and health insurance by 4pp with
- 50% of those exposed to multiple partner assets would now include AXA in their "shortlist" for motor insurance
- 50% of those exposed to multiple assets would consider AXA for home insurance
- Overall, 84% of those who recalled multiple campaign assets claimed to have taken action to find out more.