

Love Finds Security on Urban Screens With a Leading Insurance Company in the Philippines

Background:

Statista reports that the insurance industry in the Philippines contributed approximately **1.6 per cent to the GDP in 2023**. This represents a **decrease from previous years**, implying that the proportion of citizens with personal insurance may also be dropping.

Recognizing the growing awareness of healthcare and life's uncertainties, the company embarked on a mission to convey the importance of insurance to the urban populace. Through an **innovative digital out-of-home (DOOH) advertising campaign**, the company aimed to offer reassurance amidst the hustle and bustle of city life.



Objectives:

Boost brand awareness & engagement for the insurance company in the Philippines

Generate interest among the target audience for personal insurance

Strategies:

- DOOH is strategically deployed across numerous sites in the Philippines, using Moving Walls' planning tool, to reach a broad local audience.
- Tailored creatives for Valentine's Day, using local personalities on two different creatives, and advertising love as an extension of insurance plans.

Results:

During the campaign period, the insurance company in collaboration with Moving Walls, successfully boosted brand awareness and engagement while driving consideration for personal insurance products among urban audiences.



Campaign Duration



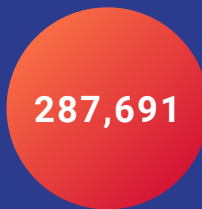
Total Spots



Across the Philippines

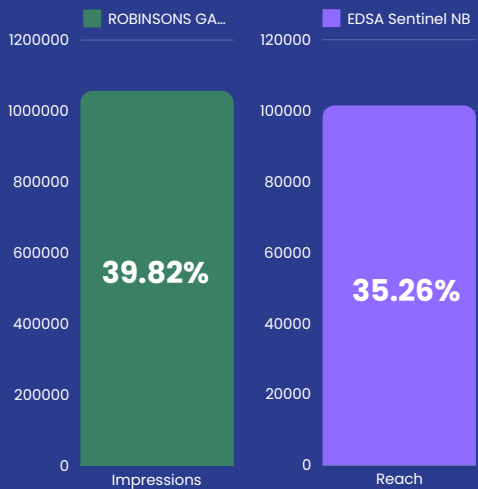


Potential Views



Unique Reach

Robinsons Galleria's 3PANEL LED SB/EB and **EDSA Sentinel NB** were instrumental in the campaign's success. The former garnered the **highest impressions** at **39.82%** (2,653,466 impressions), benefiting from strategic placement and engaging content. In comparison, the latter achieved the **highest reach** of **35.26%** (287,691 reach), extending the campaign's impact across a diverse audience.



Conclusion:

The success of the pDOOH advertising campaign demonstrates the efficacy of digital tactics for raising personal insurance awareness in metropolitan areas. The campaign increased brand visibility and fostered meaningful participation by utilizing Moving Walls' tools and personalized creatives, developing a better knowledge of financial security.