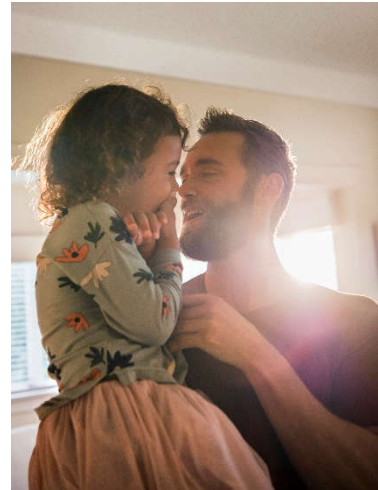


## Media Release

17 June 2019

### Pinnacle Life kicks off new 'Protect what makes you feel lucky' campaign

Pinnacle Life has kicked off a new campaign prompting Kiwis to think about protecting what makes them feel lucky. The Kiwi-owned provider of life insurance hopes the campaign will help families have a conversation about the importance of protecting what they value, and then encourage them to take action.



Pinnacle Life Chief Executive, Gillian Vaughan, says:

“This campaign is about getting people to consider what makes them feel lucky in life – what do they value and hold dear. Luck means different things to different people, but we think for most, family is central to why they feel ‘lucky’ and they are grateful for the loved ones in their lives.”

The campaign shares a story of ‘the world’s luckiest man’ surrounded by the family he loves. However, his unexpected passing means his family loses a father, husband and their financial security, resulting in a harder path for his son ‘our boy’ [\[link\]](#) as he grows up.

Reflecting on the campaign, Gillian says:

“It was important to create a campaign that would connect people emotionally to the story, those special family moments we cherish and remember – a story that celebrates life. At the same time, we want people to think about *proactively* protecting their families, so we show how over-looking or delaying taking out life insurance can have a ripple effect for family members.

“We realise this story might be a bit confronting. Talking about ‘the unthinkable’ and what would happen to those left behind are big conversations to have over the dinner table, but they’re really important ones.

“Too often we’ve heard heart-breaking stories about how the grief of losing a family member – particularly the main provider – has been compounded by the loss of financial security because no life insurance cover or substantial savings were in place.

“This campaign highlights why life insurance is so important – protecting those closest to us should we pass unexpectedly and it urges Kiwis to protect what makes them feel lucky.”

Amy Cavanaugh, General Manager of Operations, says that providing New Zealanders with efficient and affordable access to life insurance is important to lifting insurance levels in the country.

“When people *are* ready to put protection in place, the process to take out an insurance policy needs to be as simple and easy as possible. That’s why Pinnacle Life was the first

insurance provider to offer an online service and why we're committed to making insurance accessible to everyone. So, if you wake up at 3am and just have to get your life insurance sorted, you can visit our website to get covered straight away.

"We want Kiwis to be able to protect those that matter most, in a way that it easy and affordable. Because in life there are lots of things that you can't control, but putting protection in place to provide for your loved ones should the unthinkable happen, is something you *do* have control over."

- ENDS -

### **ABOUT PINNACLE LIFE**

Pinnacle Life was founded in 1998 to provide New Zealanders with the option to buy life insurance directly from a life insurance company – a novel concept at that time. In 2007 it became the first life insurer in the world to offer online life insurance. Its world leading technology solutions enable most customers to get their policy online and be covered in less than 10 minutes. It has won international awards for design and innovation around the way it does business with its customers.

<https://www.pinnaclelife.co.nz/>

### **MORE ABOUT THE CAMPAIGN: *PROTECT WHAT MAKES YOU FEEL LUCKY***

The *Protect what makes you feel lucky* campaign was developed by creative agency, YoungShand and is television and digital based.

The campaign, launched on Sunday the 9<sup>th</sup> of June with a 30sec teaser spot, introducing viewers to 'the world's luckiest man' [\[link\]](#). It highlights a series of fleeting moments from the man's life (moments where people often reflect on feelings of gratitude or luck in their own lives). The story ends with the protagonist's final moments, and we the audience are asked to reflect on 'what makes them feel lucky'.

The 60sec hero spot, which aired on 17 June 2019] tells the same story, but this time from the perspective of 'our boy' (the luckiest man's son) [\[link\]](#), focussing on the consequences of what can happen when we haven't taken steps to protect the people who make us feel fortunate in our lives.

### **ABOUT YOUNG&SHAND**

YoungShand is a proudly independent creative agency, built on digital foundations. Their team bring together the best of brand and digital thinking to move their client's brands forward. Creating captivating, effective ideas and placing them at the centre of human lives (and in their pockets).

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