



the insurance charities

Press Release

The Insurance Charities Premiere of New Promotional Film

The Insurance Charities launched their new promotional film on 7 May 2010 to a select audience of senior insurance industry members, the press and their supporters.

The film complements their range of new marketing materials, including leaflets, press ads and online banners. The film is aimed at everyone who works in the insurance industry but is targeted towards a younger audience who may not be aware that the Insurance Charities can support them and their colleagues in times of financial difficulty.

The short film moves away from traditional charity films and advertising by using flash animation and photography in order to capture people's attention. By using real case studies and photographs of actual beneficiaries the film shows the sort of beneficiaries that the Insurance Charities helps.

The Insurance Charities hopes that the film will be shown at Local CII institute dinners, placed on Insurance company intranets and viewed online at their website, www.theinsurancecharities.org.uk

David Worsfold, Chairman of The Insurance Charities Marketing Committee stated, 'The Insurance Charities are very eager to raise awareness in the insurance industry. We are sure that there are many in the industry who may desperately need our support, but simply don't know that we exist. This film will hopefully go some way to reminding people that if they find themselves, or know anyone who is, in need then they can turn to The Insurance Charities for advice'.