



Health  
and Human  
Services

**Department of Health  
and Human Services  
Insure it. It's worth it.**



**Scott Pape knows  
the importance  
of insurance.**

Scott Pape –  
The Barefoot Investor

# Department of Health and Human Services

## Insure it. It's worth it.

Demonstrates.

- Ability to deliver appropriately qualified and skilled resources
- Ability to develop a narrative addressing stakeholders and external segments.
- Understanding and delivery of social marketing campaigns that change behaviour
- Ability to reach vulnerable, disadvantaged and ethnic communities
- Structured service delivery to create and filter ideas (including stakeholder management)

The challenge.

In response to the plight of a large number of households in the wake of major natural disasters such as floods and fires, DHHS briefed DPR&Co on the need to build community resilience in high-risk areas through a campaign aimed at reducing the number of uninsured and underinsured properties in Victoria, particularly among low income and vulnerable audiences.





Health and Human Services

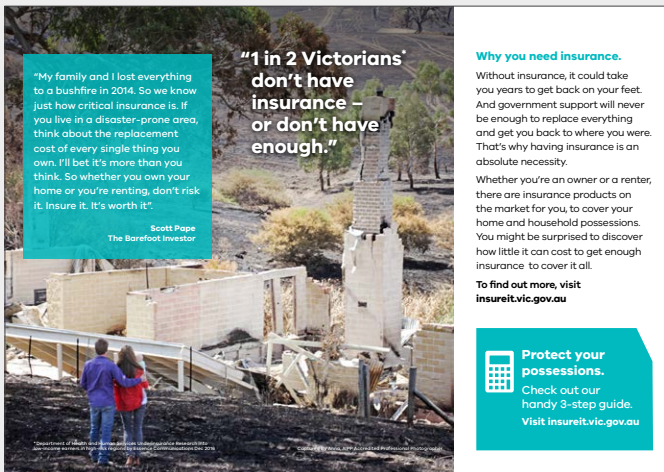
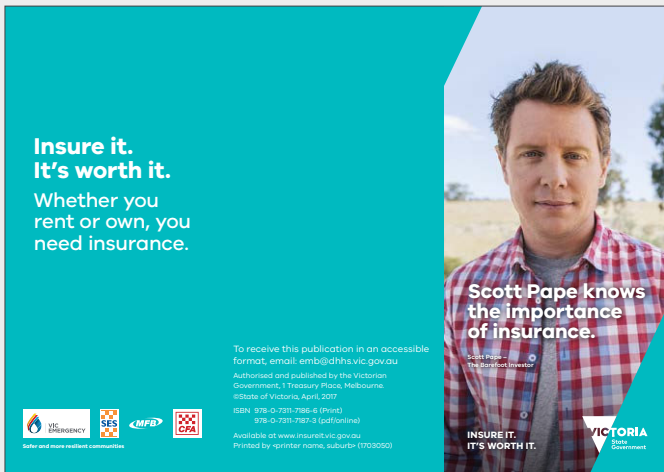
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## Our response.

Research insights were used to frame communications about the importance of sourcing adequate insurance in advance of a natural disaster.

To build profile and credibility for the campaign, we sought out and negotiated a partnership agreement with Australia's most respected investment advisor, Scott Pape, who himself had lost a home to bushfire a few years earlier.

This approach resulted in increased reach and leverage across multiple media channels. It also resulted in creation of a 'bank' of content that could be leveraged for social, Community Service Announcements (CSA), Public Relations (PR) and owned/partner owned channels.







Online video

[https://www.youtube.com/watch?v=LAjcu1x\\_yBE](https://www.youtube.com/watch?v=LAjcu1x_yBE)

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## The result.

The campaign ran for multiple seasons and resulted in a significant reduction in households at risk through a lack of insurance. Traffic to a low-cost insurance product specifically created for the campaign was strong.

<b>Client</b>	Department of Health and Human Services
<b>Product</b>	Social marketing campaign to uninsured/underinsured: Insure it. It's worth it.
<b>Audience</b>	Regional Victoria. Low income-earners (renters and home-owners) in bushfire or flood prone areas who are uninsured or underinsured.
<b>Channels</b>	Radio, digital, social, print, collateral, partner channel communications
<b>Deliverables</b>	Spokesperson identified and contracted, radio scripting and production, creative for digital, social, collateral and direct channels
<b>From brief to live</b>	3 months
<b>Performance</b>	Strong growth in awareness of the importance of insurance in high-risk areas. A high volume of earned/owned media exposure.

