



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

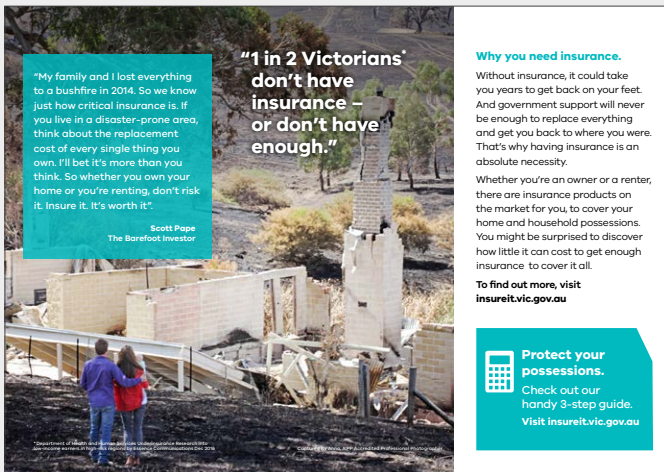
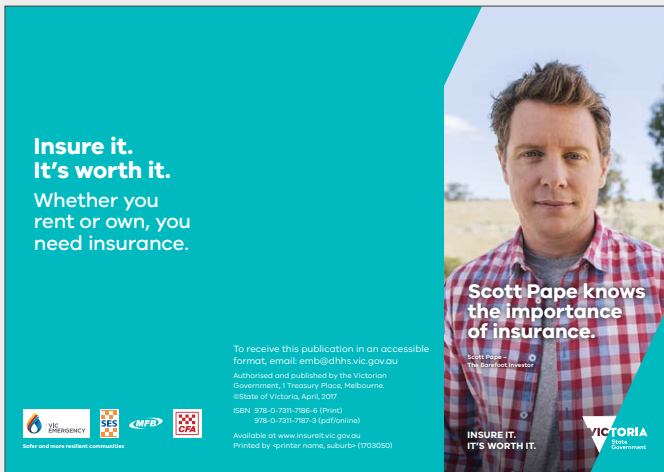
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Our response.

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

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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.

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

