

FEATURED CASE STUDY



Groupama





THE INSIGHTS

THE INSIGHTS

Looking for what is considered the most **commonplace** content in the online & offline advertising world, the answer that hits our minds is **INSURANCE COMPANIES.**

THE INSIGHTS

How could someone explain
insurance contracts without ending
up being **boring**?

THE INSIGHTS

How could you create
a **tutorial video** without getting
the audience **bored**?

THE CHALLENGE

Groupama Insurance,
had a very specific request.

THE REQUEST

Explain in an **understable**
and enjoyable way,
all technical points of a contract.

THE IDEA

Design is the King!

THE IDEA

The message should be **clear** for the audience, but we can create **fresh** and **fun** content to give the message.

THE EXECUTION

THE EXECUTION

We created 3 different videos, for the 3 main insurance categories:

Home / Car / Health

THE EXECUTION

The twist was the unexpected look
and feel that made all videos
look like **collages.**

THE EXECUTION

The **playful design** distinguished the videos from any other insurance content

THE EXECUTION

All videos were created in order to
unravel a **great story-telling.**







THANK YOU!

Humble.