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BIG MARKETING MOMENTS BY  **Powered**

CHALLENGE

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LAUNCH A FIRE INSIDE AS A LIGHTNING STRIKE THAT STARTS A NATIONAL CONVERSATION ABOUT THE POWER OF “HELP”, AND THE ROLE EVERY AUSTRALIAN HAS IN CREATING RESILIENCE.

Over recent years, NRMA Insurance's campaigns have really brought to the forefront their brand platform around the notion of “help”.

Working with Finch productions, NRMA Insurance created a feature-length un-branded docufilm set against the Black Summer bushfires of 2019-20 called A Fire Inside as a unique piece of content to tell the story. Not only this, they have also partnered with the Australian Resilience Corp (ARC) a division of the Menderoo Foundation for five years to help drive volunteers on-ground in affected areas.





SOLUTION

Nine's *Powered* division led this cross-platform response in close collaboration with NRMA Insurance and the media agency, Initiative. We launched the docufilm at scale, and created meaningful and educational content to drive awareness, with ongoing support of the Minderoo Foundation, Volunteer "help" initiative.

The role of each channel and environment across Nine was critical. **Broadcast** delivered reach, including our first cross-platform response with regional where we looked to localise messaging and drive the Resilience Corp initiative at the grassroots.

Publishing created visual impact with photography that was featured in the docufilm as well as educational content, alongside **radio** to deliver longer-form content and conversation, and **digital** to extend reach and impact.



EXECUTION

This was a true partnership, as all NRMA Insurance assets featured Nine's IP, telling our viewers, readers and listeners to tune into either *Channel 9* or *9Now* on Monday, December 13, 2021 at 9.30pm to watch the docufilm.

This came to life through three phases:

RELEASE

SUPERCHARGE

SUSTAIN

1. **Release** – To promote the soft launch of the release of the docufilm in selected cinemas, we geo-targeted a campaign via regional broadcast, print, digital and radio based on postcode locations.
2. **Supercharge** – Launch with impact, encouraging Australians to watch the docufilm on *Channel 9* (in Metro and Regional markets) on Monday, December 13, or live stream on *9Now*. Within this phase we utilised all of Nine's media channels.
3. **Sustain** – After the launch, activity across digital display, BVOD, Native CPC drivers, a *9Now* EDM and homepage rail, as well as radio commercials that continued to encourage people to watch the film on *9Now*.



RESULTS

NRMA Insurance and Nine's cross-platform campaign partnership truly drove the national conversation for the benefit of all Australians, delivering outstanding and effective results.

The campaign delivered the following for NRMA Insurance:

- Top of Mind Awareness **+10% points**
- Consideration **+10% points**
- Perception of Trust **+9% points**

The campaign also shifted attitudes towards climate change and encouraged more people to take action:

- Those agreeing that they have "actively looked into how I can do my part to tackle climate change" increased **23% points** amongst those aged 40+
- Those agreeing that they have "prepared my household and family for the potential of fires and floods" increased **22% points** amongst those aged 40+
- Awareness of Minderoo Foundation's Australian Resilience Corps increased **19% points**

Source: Gemba brand impact study December 2021.
Source: Minderoo Foundation database.

INITIATIVE'S RESULTS

NO.1

DOCU-FILM ON 9NOW LAST SUMMER

+40%

BRAND ASSOCIATION
(WHERE THERE'S FIRE, THERE'S HELP)

1,675

SIGN UPS TO MINDEROO
(AUSTRALIA'S FASTEST GROWING VOLUNTEER GROUP)

NRMA X Nine
INSURANCE

Powered

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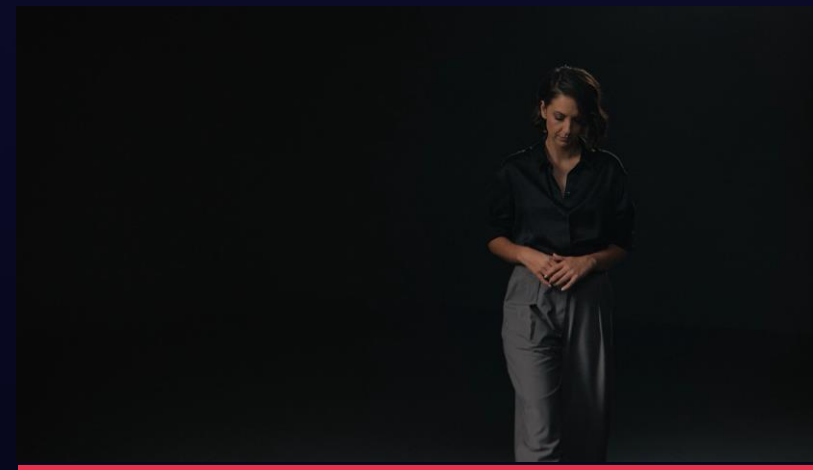
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