

## **FBNI WORRY CAMPAIGN BRIEF**

Develop a 360 degrees communication/creative strategy that will help achieve the following:

- Position FBN General Insurance as a **customer-centric focused business**, offering affordable tailor-made/flexible insurance plans to its consumers.
- Help effectively **push the product portfolio/offerings** for the two companies, to achieve more **visibility, awareness, product understanding/appreciation** and ultimately drive adoption

## **THE COMMUNICATION OBJECTIVES**

- To increase TOMA for the FBN General Insurance Limited (FBN GI) brand respectively
- To bring to fore communication support for the retail expansion of their product and services.
- To create awareness and increase our product off-take for our product bouquet with a focus and the following; **AutoFlexi, Flexi Home, FlexiGuard and ClaimsALERT service**