

PICC OLYMPIC HOP SKIP AND JUMP BRAND SPREAD CAMPAIGN CHINA

CATEGORY **FINANCIAL SERVICES** | AGENCY **W&K ADVERTISING CO., LTD., BEIJING**
 CLIENT **PICC PROPERTY AND CASUALTY COMPANY LIMITED**



PRESENTER
WANG YI
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Yi has been listed one of the top 100 Outstanding Advertising Executives in China, 2006. Director of China Europe Sales and Marketing Institute, he graduated from the Advertising Department, Communication University of China and is currently furthering his studies with an EMBA course at the China Europe International Business School.



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CAMPAIGN SUMMARY

Since becoming the 'Beijing 2008 Olympics Insurance Partner' in 2005, PICC started a national campaign, positioning themselves as an exclusive enterprise in their sector. Already established as the best known insurance brand in China, the aim was to increase the bond with customers and differentiate from competitors, by building brand superiority.

Maximising their value as Olympic Insurance partner, the brand offered customers a draw promotion. This nationwide marketing attraction fed 10,000 tickets for the Beijing Olympics, over a 2 year period to customers, through a mixed marketing programme of commercial and public advertising, and PR. Building on community values, this platform demonstrated genuine feelings of connection to its customers in sharing the 'Olympics' experience while also making the marketing of intangible insurance products, more effective.

Leveraging on the strength of the Olympics and PICC's partnership the agency met expectations by creating more brand power and generating a far-reaching and lasting relationship between company and consumers.

CLIENT CREDITS

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