

How insurance became one of Australia's most exciting marketing battlegrounds

Insurance marketing is being seriously disrupted. Find out the superstars, those who've fallen behind, and what marketers want from agencies in one of Australia's most competitive marketing sectors

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Welcome to the first Unmade special report.

Today marks a new phase for Unmade as we move into the next stage of our plan to bring you authoritative analysis that isn't necessarily available elsewhere.

Having joined Tim Burrowes at Unmade in February with a remit of delivering specialised content for our paying subscribers and running the back end of the business, today I can share my first piece of work.



With the insurance sector among the most innovative and competitive in the marketing industry, we've chosen that as our first topic for an in-depth briefing.

In today's special report we aim to offer you a substantial guide to the data, the players and the context making this such a fascinating battleground.

Below, you'll find:

- Exclusive data from Standard Media Index on how advertising budgets are being spent across the sector
- Our independent, opinionated overview of the industry landscape including who has hit and who has missed
- Analysis of the marketing-driven business performance of the key insurance brands
- Previously unreleased data from campaign monitoring service Canda on where the television advertising schedules are landing
- Interviews with some of the most significant marketers in the sectors on what they want from their agency partnerships
- Kantar research on where the opportunities lie for insurance marketers
- YouGov research on what consumers think of the key brands

Among the brands and agencies whose work we have assessed are: Suncorp Group, IAG Auto & General, Greenstone Financial, The Monkeys, Thinkerbell, Bear Meets Eagle On Fire, Initiative, Carat, 303 MullenLowe and more.

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