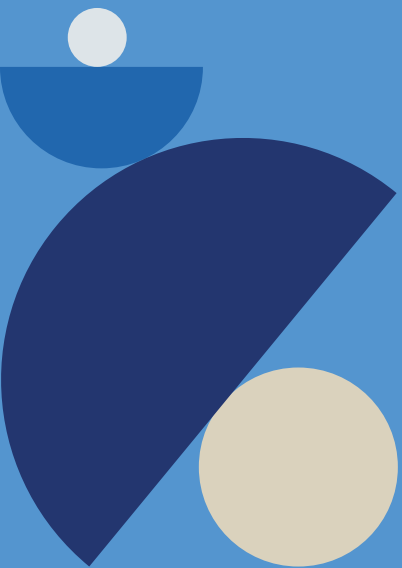


Claims Benefit Report 2023 Campaign





THINKING

You are not just you.

You are your dad's doctor.

Your baby's superhero.

Your best friend's therapist.

You are not one, but the only one they have.

You are a life worth many.

With Zurich, take care of all of you for all of them.



The logo consists of a large gold circle containing the word "IDEA" in white, uppercase letters. To the left of this circle is a smaller, solid blue circle.

IDEA

You are
A life worth many.
A life worth insuring.

#ALifeWorthInsuring





PHASE 01 | REACH

POST 01 | Teaser - Static

ZURICH[®]

The more you
take care of you,
the more you
take care
of them.



ZURICH[®]

The more you
take care of you,
the more you
take care
of them.



Caption: You are the real-life hero. It's time to protect this life - a life that's precious to your loved ones.
Watch this space to know more.
[#ZurichMiddleEast](#) [#YouArePrecious](#)

POST 02 | Announcement - Video

ZURICH

You are not just you
You are your dad's doctor

ZURICH

Your baby's superhero

ZURICH

Your best friend's therapist

ZURICH

You are a life worth many

ZURICH

With Zurich, take care of all of you,
for all of them.
Because you are a life worth insuring.

ZURICH

#ALifeWorthInsuring

Caption: Your life is like a lifeline to many. And our latest health risks and insurance claim trends in the region will drive home the importance of securing yourself for your loved ones. Stay tuned for our 2023 Middle East Customer Benefits report releasing soon.
[#ALifeWorthInsuring](#) [#ZurichMiddleEast](#)



PHASE 02 | INFORM

POST 01 | Critical Illness

Youngest critical illness claimant

27 years

Mom. Sister. Wife.

You are a life worth many. You are a life worth insuring.

#ALifeWorthInsuring

Animated text and icons

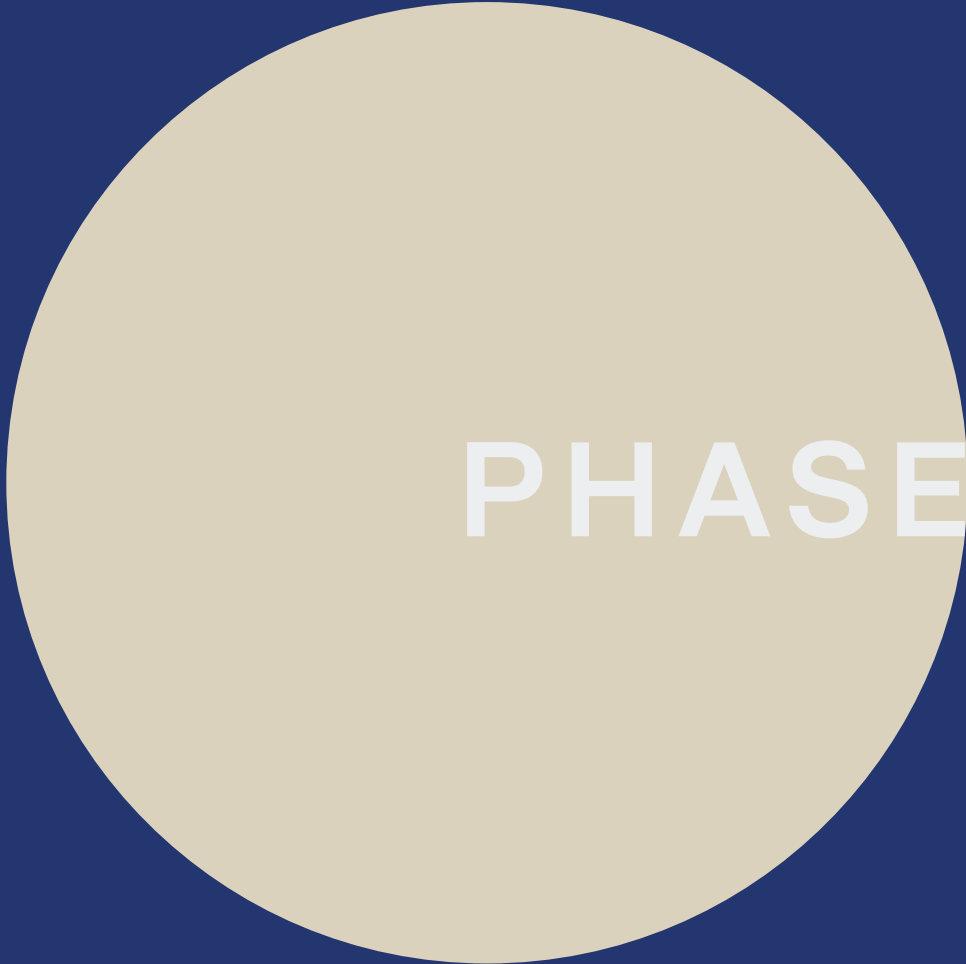
Caption: Life can pull off a surprise anytime. Your life is not just yours, but it's the joy of many. Your life is worth insuring. Know more about the latest health risks and insurance trends in our latest 2023 Middle East Customer Benefits report. [#ALifeWorthInsuring](#) [#ZurichMiddleEast](#)

POST 02 | Life Claims



Animated text and icons

Caption: Heart attacks and strokes are the leading causes for life claims in the Middle East. Your life means so much to so many, so a little planning and protection always helps. Your life is worth insuring. Know why - (link to report).
[#ALifeWorthInsuring](#) [#ZurichMiddleEast](#)



PHASE 03 | ENGAGE

THE BLUE SOFA TALKS



Live Q&A with Influencers:

We partner with influencers and do a live Q&A with them about the roles they play in their family on the Blue Sofa. They talk about how sometimes they are living more lives than one. A chef to their little siblings, doctor to their dad and a tech teacher to their moms. They tell us how each of these lives is worth insuring, to protect all their loved ones.

Influencer Takeaways:

- Promoting their live Q&A on their feed in the form of videos and pictures
- Share BTS stories
- Inform and invite people to join Zurich on the Blue Sofa at XYZ location and time
- We create [#TheBlueSofaTalks](#) sticker, which they will use on all their stories

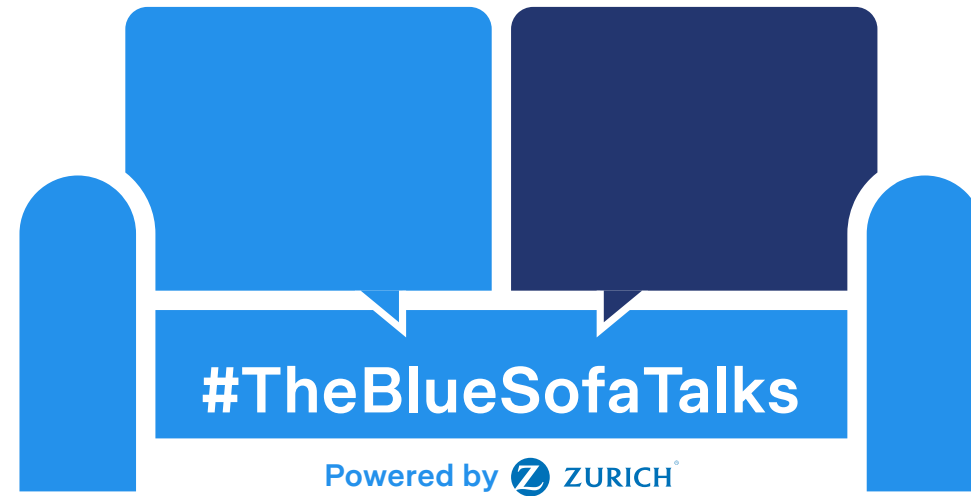
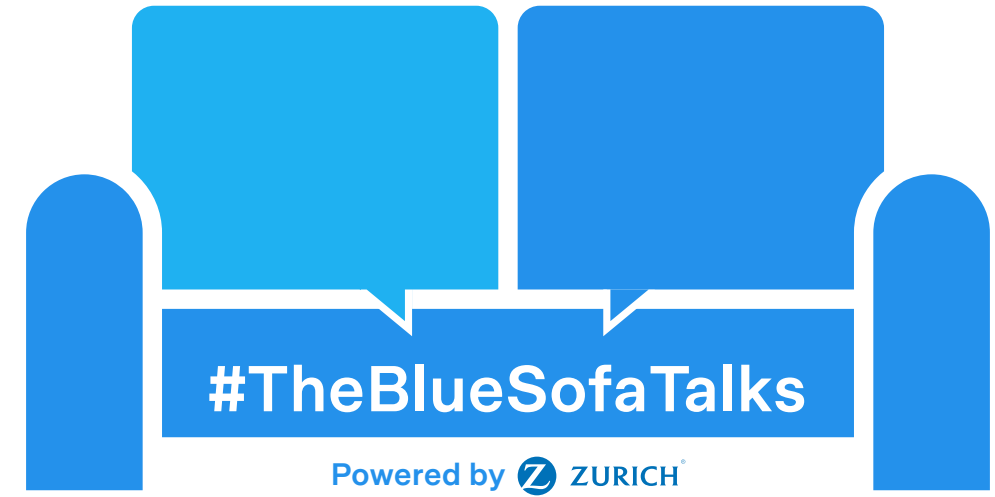
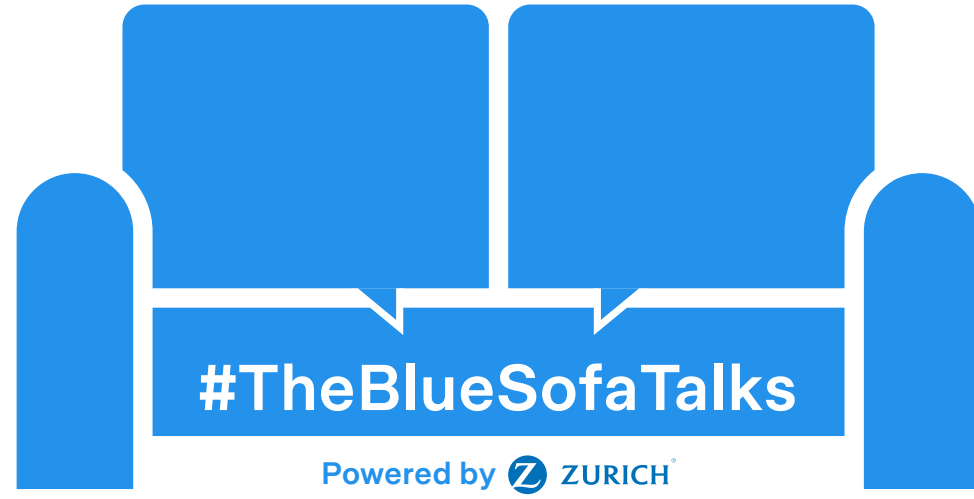
Types of Influencers:

Travel

Mom

Financial planner

STICKER



THE BLUE SOFA TALKS - Virtual Contest



We open the virtual Blue Sofa Talks contest to our audience on social media. We invite people to tell us in comments about the promise they have made to their loved ones. The most touching promise wins exciting prizes.

Caption:

💣 Contest Alert!

Tell us about one promise you have made to your loved ones in the comments below 🙋 and stand a chance to win 10% off on your insurance premium. Get set go.

[#TheBlueSofaTalks](#) [#ALifeWorthInsuring](#) [#ZurichMiddleEast](#)

CONTEST 2

Contest x Influencers:

We invite influencers to share a grid story of 4 photos - depicting 4 different roles they play for their loved ones using 'Add Yours' Instagram sticker. They announce the contest by inviting their followers to do the same and stand a chance to win exciting prizes.

UGC

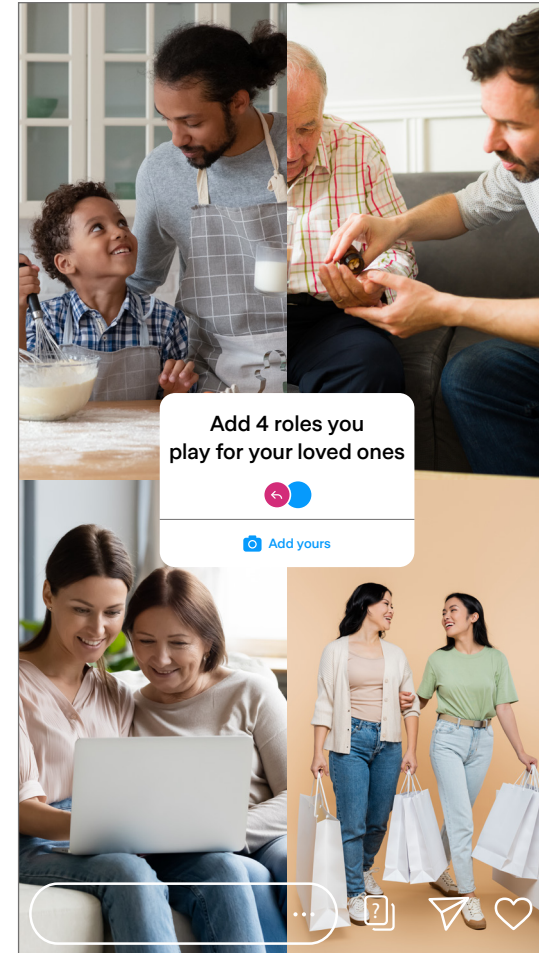
People share their role stories using the sticker.

Participate
and win

Step 1: Add photos using
the sticker on the next frame

Step 2: Tag @zurichmiddleeast

Step 3: Share on stories



You are a life
worth many.
You are a life
worth insuring.



#ALifeWorthInsuring

INSTAGRAM STORY - Quiz

What do you think is the approximate cost for one day in the hospital to treat critical illness?

ANY GUESSES

(A) USD 75,000

(B) USD 25,000

(C) USD 40,000

Try our online life insurance calculator.

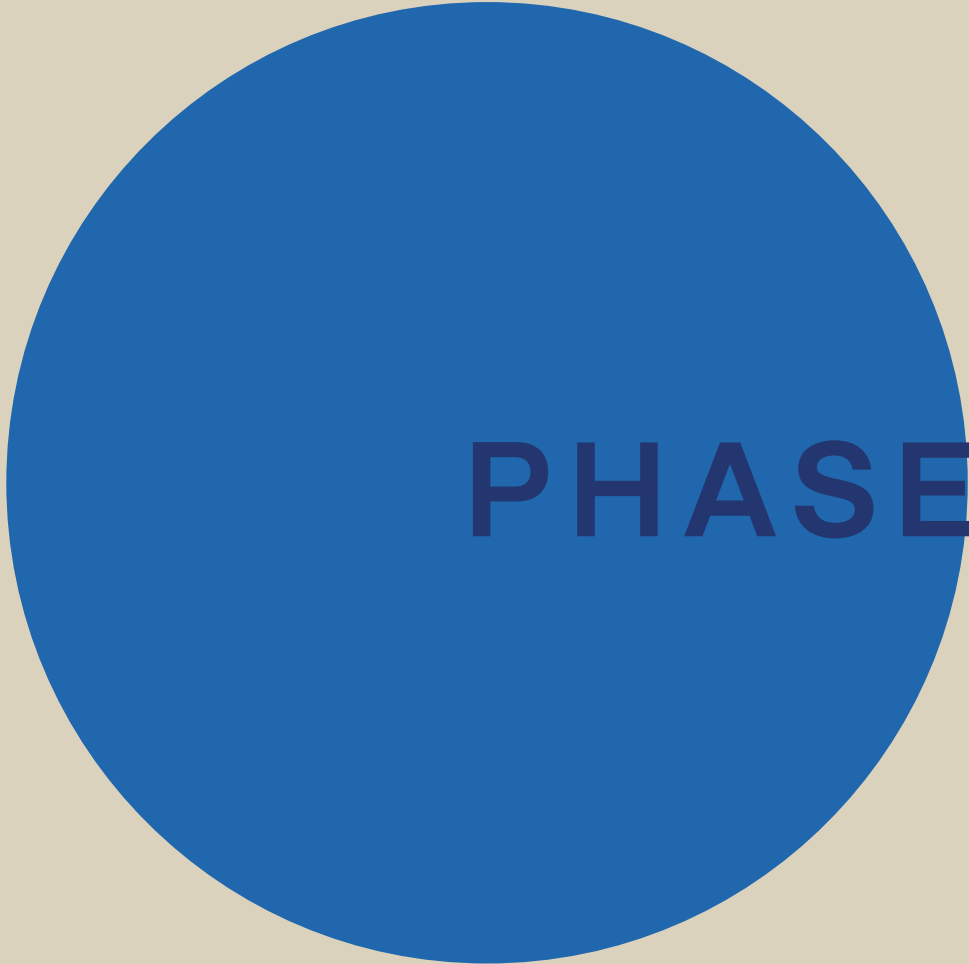
[CALCULATE NOW](#)



You are a life worth many.
You are a life worth insuring.



#ALifeWorthInsuring



PHASE 04 | SELL

INSTAGRAM STORY - Poll

What roles do you play for your loved ones?

- (A) MOM'S SHOPPING ASSISTANT
- (B) SIBLING'S MATH TEACHER
- (C) BEST FRIEND'S FREE THERAPIST
- (D) ALL OF THE ABOVE

We do everything to protect all the precious roles you play.



We have paid customer claims worth
USD 144
million in
over 53 countries.

You are a life worth many.
You are a life worth insuring.



Talk to our experts today

 ZURICH ADVISORY NETWORK

#ALifeWorthInsuring

INSTAGRAM STORY - Quiz

The age of our youngest child critical illness claimant was

- AGE**
- (A) 2 YEARS
 - (B) 4 YEARS
 - (C) 1 YEAR

Stay financially secured for as low as AED 2 per day with YourCare

[Get insured](#)



You are a life worth many.
You are a life worth insuring.



#ALifeWorthInsuring

Thank you

