

PRISM AWARD SUBMISSION

AGENCY: BYDESIGN COMMUNICATIONS

CATEGORY: LAUNCH OF A NEW PRODUCT OR SERVICE

CLIENT: KING PRICE INSURANCE

CAMPAIGN: CHILLI, RED-HOT NEW CAR INSURANCE



When Covid-19 hit, South Africans stopped driving. Many stopped earning. So King Price developed a pay-as-you-drive product, Chilli, that talked directly to the needs of consumers for cheaper insurance and premiums that reflected their own personal risk profiles. To launch Chilli, we drove a PR-led campaign that got South African media, social media and consumers talking. We even threw in a BBC feature on the company's innovative approach for good measure. The real success metric? King Price sold thousands of Chilli policies, retaining numerous clients in the process. That's red-hot PR.



STATEMENT OF THE PROBLEM / OPPORTUNITY

Nobody saw Covid-19 coming. But when it hit, it changed everything. Our way of life. The earning potential and incomes of millions. How we use our cars. People started questioning insurance: why should I pay for something that's standing in the garage?

And so, King Price launched a 'pay as you drive' car insurance product, Chilli, with premiums based on distance driven. It was developed and taken to market in five weeks during the first lockdown. It's insurance for our times – and the launch needed to display the same energy and innovation to grab the imagination of the motoring public.



RESEARCH CONDUCTED

As South Africa went into hard lockdown in March 2020, working from home became the 'new normal'. Most non-essential workers didn't drive further than the nearest shop. As reduced incomes started affecting ordinary consumers, car insurance became an even bigger grudge than usual. Could a usage-based insurance product make an impact?

Our research looked at road traffic, car buying patterns and the financial hardships South Africans were facing:

- Tracker data showed South Africans driving 233 km less per month.
- TransUnion's Financial Hardship surveys showed the massive impact of the pandemic on earning and spending habits of ordinary consumers.
- King Price's own claims stats showed the risk of car theft or accident was still real, even with reduced driving patterns.



Our key insight was that we had to show consumers benefits right off the bat: in other words, how much they could save immediately by moving to Chilli, while keeping the safety blanket of comprehensive insurance.

PLANNING THE CAMPAIGN

For a normal product launch, we'd host a media event at the King Price offices, with live demos and media 1-on-1's. Problem was, there was nothing normal about this product, or the times we were living in. We had to do things differently.

For the media launch, we went virtual. We planned to bring Tier 1 trade, business and consumer media together for an online event centred around King Price's core values, fun culture and customer-centric brand.

The target audience: anyone who drives, and insures, a car in South Africa. Existing clients, potential clients. All of them.

In terms of channels, we wanted to launch through earned media, and back it up with owned channels like King Price's company LinkedIn page, Executive LinkedIn profiles, Facebook, Twitter and Instagram channels. King Price has 2% of the advertising budget of the biggest players in the South African insurance sector, and this is why effective PR to lead the launch of chilli was so critical for our marketing strategy.



Four main objectives were set out for the launch:

1. Launch Chilli to the South African consumer through mass outreach.
2. Ensure an immediate understanding of Chilli's 'pay per km (KM)' approach, and benefits.
3. Drive consumer awareness and interest that would translate into sales/client retention.
4. Get King Price to stand above the current noise in the marketplace.
5. A stretch goal, set by the King Price Board: Get one piece of global media coverage around innovation.

EXECUTION

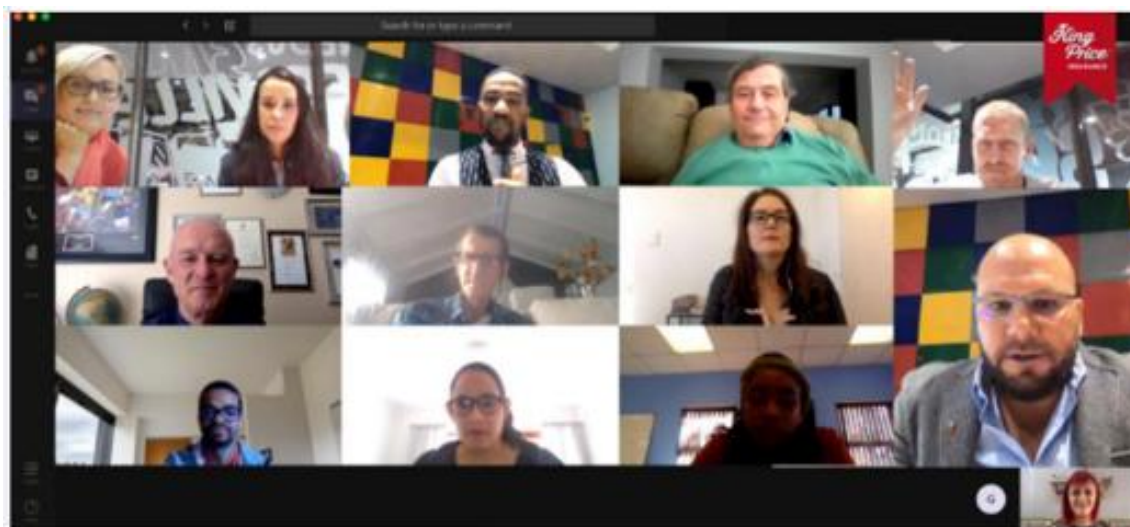
1. The media approach

1.1 Host a virtual launch for Chilli:

- Key media were identified and invited to our online launch event. Tier 1 consumer, trade and business media attended.
- Pre-press conference material was delivered to all interested media.
- Media got the chance to talk to King Price CEO Gideon Galloway, and Product Specialist Ian Sibiya.

1.2. Additional media activities:

- We developed press materials that positioned King Price as an innovative, agile company.
- Five 1-on-1 media interviews were secured with broadcast and print business focused outlets.
- Because we were appealing to a wide audience, we made English, Afrikaans, Zulu and other vernacular spokespeople available.
- Content was tailored per media vertical, so the right messaging was delivered for each audience.



Screenshot of virtual media launch of Chilli

2. Social media extended our messaging online.

- Before launch date, a detailed content plan was developed.
- Posting and sharing of posts were scheduled on King Price social channels and Executive LinkedIn profiles for after the launch.
- Thought leadership content for LinkedIn was developed as to why and how Chilli was launched.
- Content was posted daily over a few weeks to ensure we remained top of mind.



Leveraging PR launch and coverage on King Price CEO social media channels.

3. King Price Chilli advert

- When the launch was done and social media was a buzz, the Chilli advert went live.
- The advert was flighted on King Price social channels for further mass consumer outreach.
- It was also sent to media who attended the virtual launch.

4. Stretch goal: Secure global exposure

- We secured an interview on global news channel BBC for its Africa in Business Show.
 - The interview took place at King Price offices and showcased its culture and fun brand ethos.
 - The Chilli advert was played during the interview to a global audience and emphasized King Price agility to develop a product during lockdown.
 - It laid the foundation for King Price international expansion in 2021.





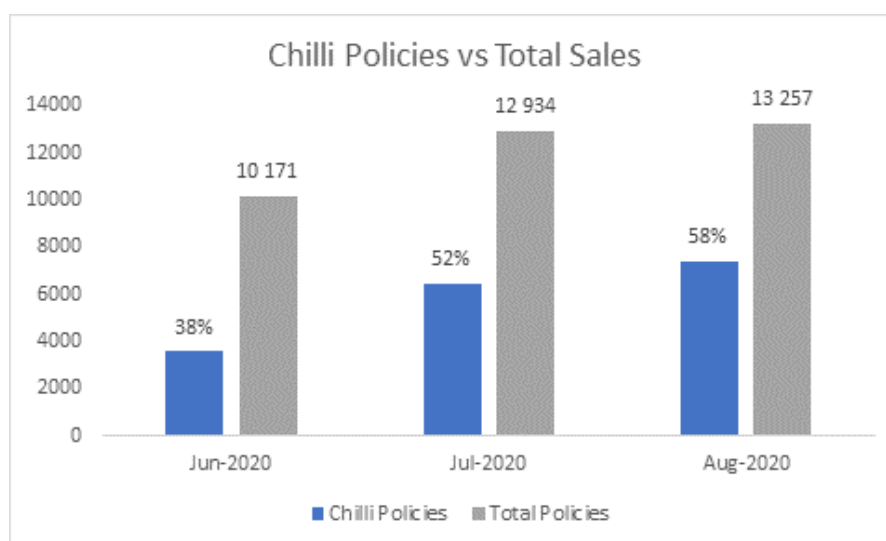
Screenshots from King Price CEO interview with BBC.

EVALUATION / MEASUREMENT

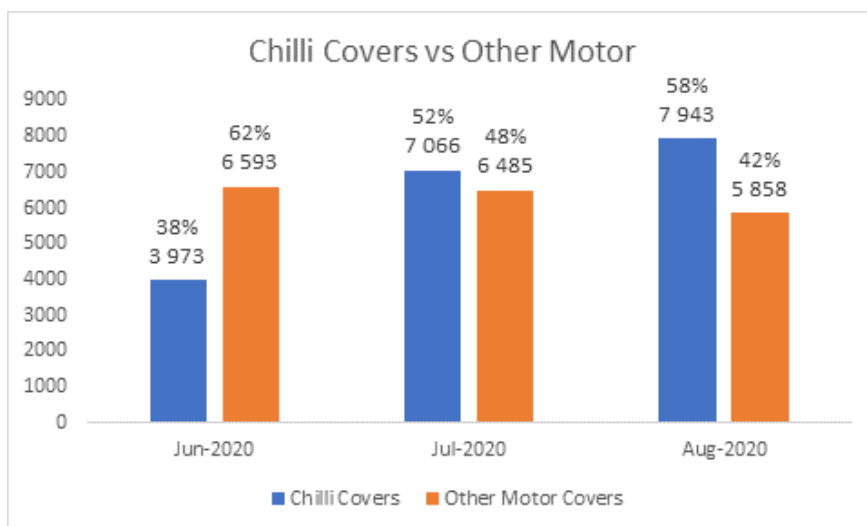
“PR led the launch and ongoing awareness campaign of Chilli, and has played a key role in the success of the product. I see a direct correlation between our PR outreach and our sales and retention levels, which far exceeded our expectations. Those are the kind of results that make PR critical to our business.” - Gideon Galloway, founder and CEO of King Price Insurance

Consumer awareness and interest translated into sales:

- Chilli made up 49% of King Price total sales in the first three months after product launch.
- July, August and September were record-breaking new sales months for Chilli



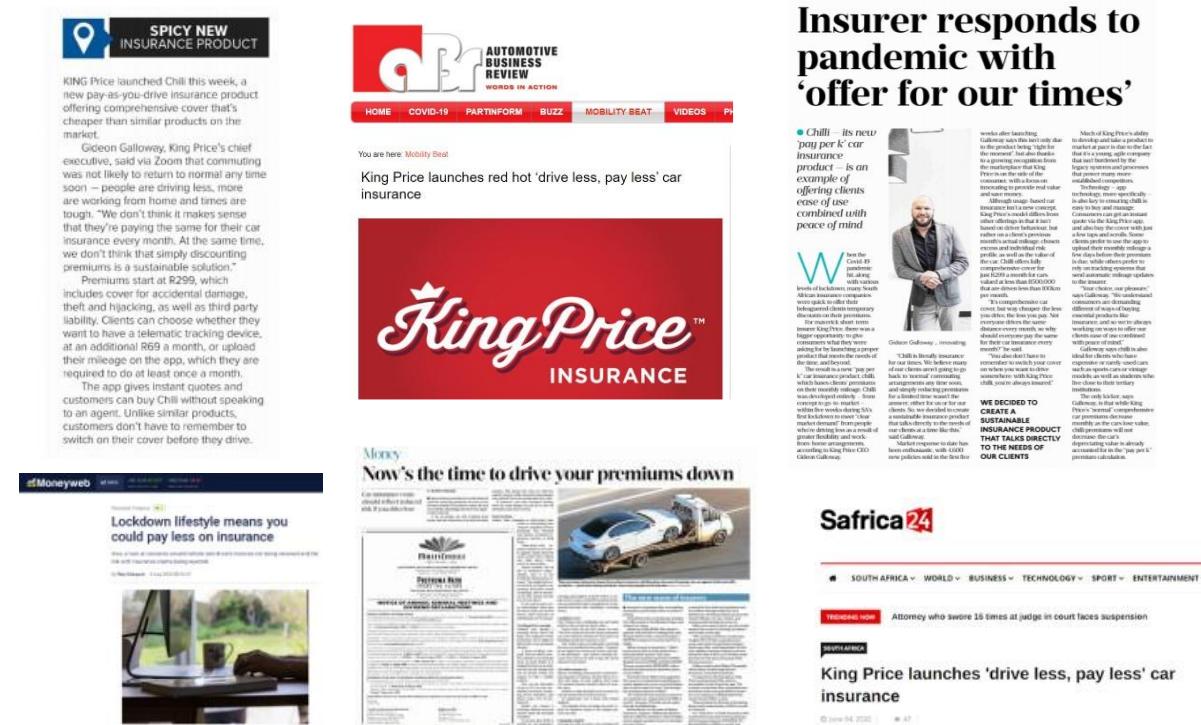
- Chilli quickly became a retention product - on average 2000 of existing King Price clients changed to Chilli monthly after product launch.



Get King Price into the headlines, separating us in the over-crowded market:

- In the first three months (June – August) 70 pieces of coverage were secured across print, online and broadcast.
- 70% of the coverage included King Price in the headline, which is rare for a product launch.





In conclusion

King Price has always aimed to revolutionise the short-term insurance market through its agility and client focus. But it needs to punch above its weight when it comes to insurance sales. Our powerful PR-led campaign not only drove awareness of King Price and its new Chilli product at a time when many insurance companies were clamouring to be heard, but we helped establish Chilli as a key revenue generator for the company at a time of reduced income and hardship.

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17 February 2021

Hi there, PRISM people

ByDesign Communications does awesome work for us, and their campaigns have a direct impact on our bottom-line and brand. (They're also pretty cool people.)

They have our blessing to enter their work into the PRISM Awards this year.

We're entering the launch of King Price Chilli Insurance into:

- Launch of a new product or service category.
- Financial services category.

Please shout if you have any queries? 083 723 9633.

Royal regards,

Cathy Nolan
Head of comms