

## Marketing Campaign of the Year



**“To mitigate today’s escalating climate risks and environmental threats, we recognise protecting biodiversity is vital.”**

**M**SIG Asia was awarded the Marketing Campaign of the Year award for its successful work in showcasing the importance of biodiversity with its brand.

The campaign didn’t just benefit the firm for helping create public awareness, but it was also meaningful for the whole community for helping to understand more about the environment and the role of biodiversity.

By showing how MSIG’s business focus – providing protection beyond general insurance could be combined with an environmental focus – the insurer is helping contribute to the development of a vibrant society in order to help secure a sound future for the planet. MSIG managed to bridge the link in the campaign.

The firm provided video, banners and editorial content on biodiversity education, and distributed the campaign across in social media and digital paid media to attract attention. The content led back to MSIG’s biodiversity website to help centralise the marketing effort.

As a result, the campaign attracted a very good response and the campaign itself reached more than 50 million people.

In addition, the campaign also provided a good education for MSIG staff and the community. Five key markets that MSIG has operations in have conceptualised and executed biodiversity initiatives, involving employees, local non-governmental organisations (NGOs) and the public.

“To mitigate today’s escalating climate risks and environmental threats, we recognise protecting biodiversity is vital and we want to spreadhead it to rally the hearts and minds of our customers and stakeholders, as well as like-minded individuals and corporates to join us on this important agenda,” said Rebecca Ang Lee, Chief Marketing Officer at MSIG Asia.

Going forward, the campaign is set to make an important impact for the future. The three-year partnership that MSIG has forged with NGO Conservation International Asia-Pacific (CIAP) is expected to further its sustainability commitment and bring more significant change as it aims to help sequester an estimated 4.7million tonnes of carbon emissions through CIAP’s ongoing conservation efforts in the region’s forests and oceans.

Entering into a post Covid era, (re)insurers have been far more interested in talking about environmental, social and corporate governance (ESG) issues, including about climate risk management.

Topics such as biodiversity are still relatively less well understood. It takes companies like MSIG to act as pioneers to bring these important issues to life in their campaigns. In this way, the awareness of environmental issues can grow both across the industry and among customers.



Rebecca Ang Lee