

LÍNEA DIRECTA SURPRISES WITH A CAMPAIGN FOR THE PREMIERE OF *WEDNESDAY* TO HIGHLIGHT ITS MULTIPRODUCT OFFERING

- In collaboration with Netflix for the premiere of the second season of *Wednesday*, Línea Directa Aseguradora is launching an advertising campaign that highlights the peace of mind it offers customers through its multiproduct insurance portfolio and the quality of its service.
- Using humor, the company draws a parallel between the security Línea Directa provides its customers in the real world -thanks to its broad range of coverage- and how that same protection could extend to the amusing mishaps that occur in the fictional universe of *Nevermore*.
- With this new transmedia campaign, the brand also aims to boost its awareness and consideration.
- The campaign kicked off with the unveiling of a large banner in central Madrid and a social media influencer strategy. This activation will be followed by the rest of the campaign across television, radio, outdoor, and digital channels. In the creative pieces, Línea Directa and the character “Tipo Directo” use scenes and iconography from the *Wednesday* series to humorously showcase the company’s coverage, quality, and innovation across all its products.

Madrid, 7 July 2025.- [Línea Directa Aseguradora](#) launches a new advertising campaign in collaboration with Netflix, featuring a surprising creative concept. The company has partnered with the streaming service for the premiere of the second season of the hit series *Wednesday*, which follows the adventures of the Addams Family, **to creatively and humorously convey the peace of mind it offers customers through its broad insurance portfolio and high-quality service.**

The campaign draws a **playful parallel between the security Línea Directa provides in the real world** and the protection it could offer in the fictional universe of *Nevermore*—where insurance would be even more essential due to the mishaps caused by its characters in every episode.

Building on this central idea, the campaign’s various creative pieces intertwine elements from the series and situations involving *Wednesday*, *Morticia*, *Gomez*, *Thing*, and other characters, with real-life solutions offered by Línea Directa across its auto, motorcycle, home, health, pet, and business insurance products.

Through this, Línea Directa reinforces its commitment to protection, peace of mind, and customer trust. The campaign’s slogan, **“The favorite insurer among our customers”** reflects the brand’s strong reputation among policyholders, as shown in its brand tracking, thanks to its comprehensive insurance offering, competitive pricing, and high-quality service.

This collaboration between Línea Directa and Netflix for the launch of **Wednesday's second season —the most popular English-language series in Netflix history—** marks the first advertising partnership of its kind between the streaming platform and an insurance company in Spain.

The campaign kicked off on July 7 with the unveiling of a **large banner** on a building on Calle Alcalá in Madrid. This attention-grabbing action is supported by **influencer** marketing to spark conversation on social media, along with digital activations designed to engage and involve the audience.

On July 13, the campaign will expand across **mass media channels** including television, radio, outdoor, and digital. These placements will creatively blend the visual identity of Wednesday with Línea Directa's branding to highlight its **wide range of insurance products and coverage** for cars, motorcycles, homes, pets, and more. The campaign features "Tipo Directo," the brand's fluent device introduced in 2024, who steps into scenes from Wednesday to explain Línea Directa's extensive coverage in a fun and engaging way.

Following the success of its iconic jingle, "Tirí Tirí Tirí," this new **transmedia campaign**—spanning outdoor, TV, radio, digital, and social media—marks the third collaboration with creative agency PS21 (Jungle). With it, Línea Directa aims to further **boost brand awareness and consideration**, surprising audiences with this unique partnership.

In the words of **Antonio Valor, Marketing Director at Línea Directa Aseguradora**:

"With this new campaign, we're taking another step forward in our commitment to innovation and disruption in advertising, aiming to implement bold, far-reaching marketing strategies that enhance the visibility and consideration of our leading brand, while showcasing our comprehensive insurance offering and high-quality service."

About Línea Directa Aseguradora

Línea Directa Aseguradora is currently one of the leading car insurance companies in Spain, specializing in the direct sale of insurance for cars, motorcycles, businesses and self-employed individuals, home, health, pets, and multi-risk businesses. Línea Directa is among the 100 Spanish companies with the best reputation, according to the MERCO Empresas ranking.

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