

LÍNEA DIRECTA BEGINS A NEW ERA OF CUSTOMER-CENTRIC ADVERTISING, IN ITS MULTI-LINE OFFERING AND DIFFERENTIATION OF THE DIRECT MODEL.

- **Línea Directa Aseguradora is embarking on a new stage in its advertising strategy, putting the focus on the customer and highlighting the value of the solidity, innovative coverage and excellent service that it offers in all its lines of business (Motor, Home and Health) as a large multi-line insurance group.**
- **The new advertising campaign spots premiere today, Monday 18 April. They highlight the company's differential coverage, such as specific policies for electric cars, pet insurance, home maintenance services, computer assistance and free telemedicine insurance, and other unique services such as e-scooter insurance and late-night assistance service for young people.**
- **Under the title of "Big Bang", Línea Directa recalls in its new advertisements the revolution that led to its initial entry in the Spanish insurance sector 27 years ago and the advantages for the customer of its direct, personal and efficient business model, which offers the possibility of arranging coverage directly, without intermediaries, at competitive prices and with the best service on the market.**

Madrid, 18 April 2021. [Línea Directa Aseguradora](#) launches a marketing campaign that marks a before and after in the way it advertises, once again breaking away from the advertising norms of the insurance sector in Spain. Starting today, Monday 18 April, the company is launching a series of new customer-focused spots to show the public the wide and innovative range of coverage and services it offers as a **large multi-line insurance group**, as well as the value that its **direct model** offers policyholders.

The starting point for the spots in the new campaign, entitled "**Big Bang**", is the explosion caused by the appearance of Línea Directa on the market 27 years ago, which changed the way insurance is done in Spain. Compared to the existing highly-intermediated system with a rigid and complex commercial offer, this **distribution model that operates by telephone and Internet**, combined with the **flexibility and simplicity of Línea Directa's policies**, led to a commercial success that quickly turned it into one of the leading car insurance companies in the country.

Now, with a **comprehensive Motor, Home and Health offer** and **more than 3.3 million customers**, Línea Directa Aseguradora's new advertising strategy aims to widely communicate the attributes of **strength, innovative coverage** and **excellent service**, in addition to the competitive prices the company is known for. In this way, marketing will be one of the levers for achieving the company's strategic objectives in this new phase, such as strong growth, attracting new customers and building customer loyalty.

To this end, the campaign will focus on highlighting the **unique and differential coverage** and the **quality of service** that the group offers in **all its lines of business**. The first spot of this campaign, which maintains the characteristic friendly tone and disruptive character of the company's advertising, details precisely some of these coverages and services.

This first advert will be followed by others in the coming weeks, in which Línea Directa will focus on detailing each of them, such as the **replacement vehicle, late-night assistance for young drivers**, free help in **passing the MOT**, **pet insurance** in the Home policy, **home maintenance** and **IT assistance** services, **24-hour appliance repair** and **free online medical insurance**.

In the words of **Antonio Valor, Marketing Director of Línea Directa Aseguradora**, "with this new advertising strategy we continue to address the differential offer with which we have launched in 2022, putting the focus on the customer. We want to show the public the strength, innovative coverage and excellent service we offer as a large multi-line insurance group, in Motor, Home and Health insurance, as well as the value of being direct and the benefits this has for the customer, who is at the centre of everything we do."

About Línea Directa Aseguradora

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, and homes. Línea Directa is among the 100 Spanish companies with the best reputation, according to the MERCO Empresas ranking. In 2017 it entered the Health branch with a new brand that is committed to digitalisation and rewards for its policyholders.

To **learn more**: <https://lineadirectaaseguradora.com>

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