

Building Trust in Insurance

A six-part educational content series captures nationwide attention

OVERVIEW

Following a major merger, a leading insurance firm set out to position itself as Canada's ultimate insurance provider. To build credibility and establish a trusted presence in a competitive market, Postmedia developed a custom content program designed to both educate and engage audiences across the country.

APPROACH

The campaign was anchored by a six-part educational content series, supported by a strong mix of digital and print solutions. Each article ran with Brand Sell ads and was amplified through Facebook, cobrand and native ads, and in-feed placements. A print feature in the Financial Post extended reach even further, while display, point-of-entry, interscroller, retargeting, and pre-roll drove additional exposure.

CONCLUSION

The program delivered exceptional results, surpassing benchmarks across channels. The content alone attracted 38K page views with an average attention time of nearly four minutes, well above the two-minute benchmark*. Brand Sell ads delivered 189K impressions, while in-feed ads generated more than 432K impressions at a stronger-than-benchmark CTR*. Social amplification played a key role, reaching more than 1.8M impressions with an outstanding 3.6% CTR — over three times the benchmark*. With a print audience of 1.1M through the Financial Post, the campaign ensured the client remained top of mind with Canadians for a continuous three-month period.

38K

PAGE VIEWS

1.8M+

IMPRESSIONS VIA SOCIAL
AMPLIFICATION

432K+

IMPRESSIONS VIA IN-FEED ADS

*Benchmarks are industry averages.

