

Grupo Catalana Occidente extends its confidence campaign to the Cloud

With this new campaign, the insurer continues to reassure people by protecting what they treasure in digital devices or media.

Grupo Catalana Occidente has launched a new digital campaign where confidence is once again the main element. On this occasion, the Group wanted to provide security and protection for all the memories, files or information that people store on their digital devices.

The "Cloud of Confidence" campaign is presented in four different videos, one for each company: Seguros Catalana Occidente, Plus Ultra Seguros, Seguros Bilbao and NorteHispana Seguros. With a touch of humour, the videos present different scenes showing how easy it is to lose files stored on computers, smartphones, tablets, etc.

In order to warn users about this type of situation and prevent it happening, the Group invites them to enter the www.nubedeconfianza.com website, where they can participate in a draw for a gift card with which to buy space in the cloud and a trip valued at 1,500 euros. The campaign will run until 27 January, in 15-second videos in display and pre-roll formats and will also be included in the companies' social network profiles.

The campaign has been developed by The Cyranos advertising agency with the assistance of the production company Possible. Media planning and campaign management were by Havas Media.

Digitalization in insurance

"It is clear that new technologies are transforming society and digitalization and information play a key role in this process. In this campaign we therefore wanted to raise awareness among users of the importance of being protected when using the internet," said María José Álvarez, Grupo Catalana Occidente's Director of Innovation, Marketing and Development.

In his opinion, consumers are already demanding "flexible and innovative solutions that meet these new digital needs". One of the products offered by the Group's companies in this field is **My Digital Legacy**, from NorteHispana Seguros, which includes services ranging from the analysis of [on-line presence and reputation](#) to the opportunity for the insured person to draft their last posts on the forums they use and on their social networks.

Through their cyber-risk insurance, Seguros Catalana Occidente and Seguros Bilbao offer protection to companies and professionals via services which reduce the potential damage caused by a cyber attack and focus on preventing this kind of situation. Plus Ultra Seguros has an on-line will service and offers digital wiping.

Sobre el Grupo Catalana Occidente

El Grupo Catalana Occidente es uno de los líderes del sector asegurador español y del seguro de crédito en el mundo. Con un crecimiento constante y una gran implantación, cuenta con más de 7.300 empleados, tiene presencia en más de 50 países y da servicio a más de 4.000.000 de clientes. Su red consta de 1.600 oficinas y cerca de 19.000 mediadores. Actualmente ocupa la sexta posición en el mercado español y la segunda a nivel mundial en el seguro de crédito.

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