



## **PRESS RELEASE**

### **FirstAssist Legal Protection Launches New Direct Mail Campaign**

**London 12 August 2008**..... FirstAssist Legal Protection, one of the UK's leading legal expenses insurance providers has announced the launch of an innovative direct mail campaign targeting the After The Event (ATE) insurance market.

The campaign consists of a series of 3 mailings. The first stage acts as a teaser with the delivery of a best selling novel in which association with FirstAssist is limited to a branded bookmark. This is followed by a mailing which uses the book theme to explain the FirstAssist proposition, including the market leading ATE product, Pursuit. The campaign concludes with a second novel, providing the audience with an additional gift that they will value and keep.

At the heart of the campaign is the concept that the greatest pleasure in reading a book comes from not knowing how the story will turn-out. However, in business, particularly when dealing with complex legal issues which materially affect the livelihood of a client, uncertainty is a risk to be managed, in this case by insuring against the costs associated with losing a case.

Created by integrated marketing agency Cognito the campaign is designed to reinforce the position of FirstAssist as a differentiated provider of ATE insurance, a product purchased by lawyers who operate on a CFA (no win, no fee) basis. The campaign follows on from recent sponsorship of the British Insurance Awards in July and is supported by ongoing advertising in specialist legal titles.

Commenting on the campaign, Head of Marketing Donna Napieralla said:

“A good story remains front of mind for weeks...we want to stick in the minds of our audience. The book campaign will differentiate us in the market place and strengthen our position as the most innovative provider of legal protection products.”

**-ENDS-**

### **Notes to Editors**

FirstAssist Legal Protection is one of the UK's leading providers of Before and After the Event legal expenses insurance.

*Products include:*

- Personal and Commercial BTE covers sold as part of home, motor, travel and commercial insurance and banking packages by some the UK's leading insurers, brokers and banks
- Pursuit, the most innovative ATE product available to support CFA's
- A range of other products and services which provide unrivalled access to BTE and ATE covers for liability insurers

FirstAssist Legal Protection is a trading style of FirstAssist Insurance Services Limited. FirstAssist Insurance Services Limited is registered in England and Wales No. 04617110.

Great Lakes Reinsurance (UK) PLC is registered in England and Wales No. 2189462. FirstAssist Insurance Services Limited is authorised and regulated by the Financial Services Authority. FSA Register No. 310671. Great Lakes Reinsurance (UK) PLC is authorised and regulated by the Financial Services Authority. FSA Register No. 202715.

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