

Case Study | Univé | Helping Hands



1. Challenge

Our challenge was to position insurance company Univé as an engaged and socially responsible brand in a lighthearted but relevant way, and to activate 16.000 volunteers among a target audience of 20 to 49 year olds in the Netherlands.

4. Use of Media

We started with a PR event and “non spot” TV items. Next we solved the platform’s “catch 22” with a 360° digital campaign which included a blog and social network campaign. In **stage 2** we launched TV and Radio commercials that included the campaign song. In the **aftermath** we thanked all participants with an e-mail and text messages which included a free Helping Hands ringtone for mobile phones.

2. Strategy

Insights: Over 2 million Dutch people would like to participate as a “pre-paid” volunteer every now and then, but they have no clue where to do this.

5. Results

Helping Hands became a very engaged movement. The campaign reached over 3 million people of which 500.000 visited the platform. Over 50.000 helping hands participated as volunteers. MetrixLab brand tracking results showed that **72%** of the exposed participants rated Univé as very sympathetic and social brand.

3. Concept

With **Helping Hands** we created an engagement platform where people could place their request, asking for a helping hand. We hired famous and popular singer Karin Bloemen to ignite the movement with her dedicated campaign song: Helping Hands.