

# TRAVEL INSURED CREATIVE BRIEF

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META CAMPAIGN // BUDGET: \$1995 // TIMELINE: 2 WEEKS // OWNER: CONNOR KIRSCH

## CHALLENGE

Travellers spend months planning flights, accommodation and itineraries, yet many overlook the importance of travel insurance or leave it until the last moment.

The challenge is to increase awareness of travel insurance as an essential part of responsible trip planning, positioning Travel Insured as the smart way to protect the journey before it begins.

## OBJECTIVES

### BUSINESS OBJECTIVE

Increase policy purchases for Travel Insured travel insurance.

### MARKETING OBJECTIVE

Strengthen the association between responsible travel planning and having the right travel cover in place.

### MEASUREMENTS OF SUCCESS

- Increase quote-to-purchase conversions
  - Improve brand awareness and ad recall
  - Increase policy purchases driven by campaign channels
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## TARGET AUDIENCE

Australians aged 35–65, travelling solo, as couples, or with family. Typically middle-to-upper income, pragmatic, and risk-aware once prompted.

## AUDIENCE MINDSET

They see themselves as organised, responsible travellers who plan every detail of their trip. Flights, accommodation and itineraries are carefully considered.

Yet when it comes to travel insurance, many assume nothing will go wrong or rely on partial cover they don't fully understand. Insurance becomes the last decision made, if it's made at all.

## PAIN POINTS

- After booking flights and accommodation, travel insurance feels like an optional extra rather than a core part of planning.
  - Many travellers assume their trip will go smoothly because previous trips have.
  - Credit card cover creates a false sense of protection without travellers understanding the limits.
  - Once the trip is booked, travellers feel mentally “done” with planning and avoid another decision.
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## KEY INSIGHT

Travellers spend months planning the perfect trip. Yet the one thing that protects it is often the last thing they think about.

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## BEHAVIOUR CHANGE

### CURRENT BEHAVIOUR

Travellers focus on planning flights, accommodation and activities, leaving travel insurance as an afterthought or skipping it entirely.

### DESIRED BEHAVIOUR

Travellers treat travel insurance as an essential part of trip planning, purchasing cover alongside the rest of their travel arrangements.

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## SINGLE-MINDED PROPOSITION

You planned the trip. Plan for what could go wrong.

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## PROOF POINTS

- 30 years protecting Australian travellers
  - 24/7 local human support when things go wrong
  - Customisable plans built around your trip
  - 1,000+ five-star customer reviews
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## CREATIVE DIRECTION

Use the visual language of movie posters to dramatise everyday travel mishaps. Scenes should capture travellers mid-journey as disruptions unfold, turning lost luggage, delays or missed flights into cinematic moments.

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## DELIVERABLES

### STATIC META AD SIZES

- 1:1 (1080 × 1080)
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