



Attention: Insurance Industry Media

IBAC LAUNCHES NEW NATIONAL TELEVISION CAMPAIGN

TORONTO, September 28, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce the launch of their new television commercial, “The Broker Benefit”. With its fresh and humorous approach, the ad aims to attract attention and appeal to a wider audience.

The message suggests that getting the right insurance advice will ensure that Canadian families and businesses are properly covered in the event of an accident, allowing them to recover faster. Insurance brokers are ready to assist in good times and bad with expert advice and personalized service.

Developed under the creative direction of Agency 59, the new commercial is now running on both English and French channels. The spots will appear on news and current affairs programming, and sporting events including Canadian NHL, Raptors and Blue Jays games. The TV ad will be accompanied by a significant digital marketing campaign.

“The Broker Benefit” takes a lighthearted look at the problems that can arise when Canadians don’t have expert insurance advice,” said Peter Braid, IBAC CEO. “We believe that IBAC’s bold new direction will increase public awareness of the advantages of using a broker to ensure proper coverage and peace of mind.”

“We had a lot of fun creating and shooting this,” said Brian Howlett, CCO Agency59. “Hats off to the performers - and to our client for believing in the power of television to inform by entertaining.”

View the official commercial here: <https://youtu.be/zHo0Br4j3mA>

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About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada (IBAC) is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. IBAC’s national advertising strategy, the Broker Identity Program (BIP), was created in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

For further information, please contact:

Denys Bégin, Manager, Marketing & Communications
Insurance Brokers Association of Canada
416-367-1831 ext. 160 or dbegin@ibac.ca
www.ibac.ca