

# A strategy for building relevance with a young audience

**La Segunda Seguros**

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# La Segunda Seguros

Cooperative with 92 year-history  
Head Office in Rosario, Argentina

**5.91%** Market Share

**5<sup>th</sup>**

on the ranking of Argentina's  
largest insurance holding  
companies



**775,000**

Active customers



**1,260,00**

Active policies



**4 M**

Insured hectares



**616 K**

Insured workers



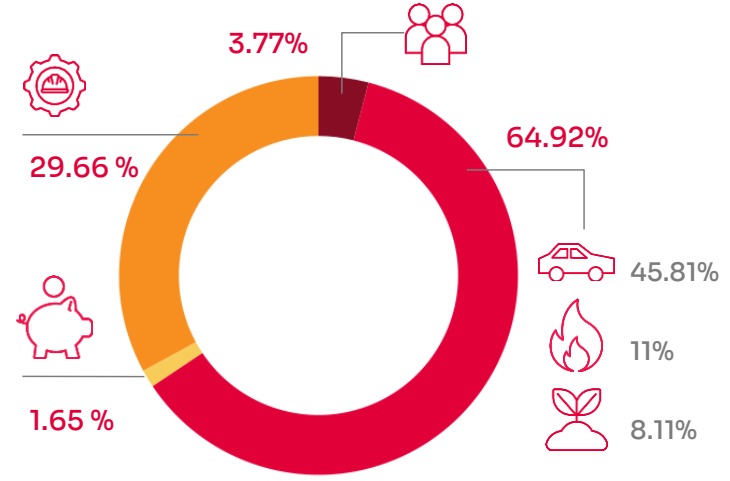
**877 K**

Insured vehicles

# La Segunda Seguros

We have a diversified portfolio.

- Equity
- Employers' Liability Insurance
- People
- Retirement



3,300

Towns where we operate

33

Offices and customer centres

2,600+

Insurance agencies

1,850+

Collaborators



# A strategy for building relevance

What we learned about Generation Z

What we did and what we are doing

Our outcomes so far

**10%**

of current  
customers  
portfolio



# Understanding Generation Z

**10**

Quali and  
Quanti studies

**2586**

interactions  
with the  
target





# Generation Z *mindset*

Hyper-Rational

Pragmatic

Productive

Expressive

Authentic

Diverse

**WORLDVIEW:** Cautious & Realistic | The Future: Flexible & Adaptable

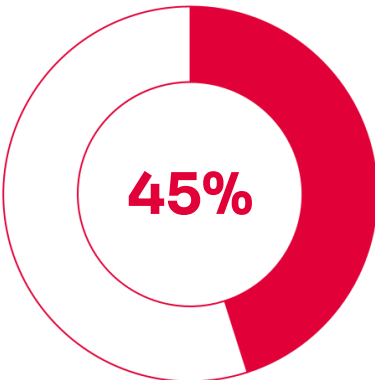
**CORE EMOTION:** Anxiety



# Insurance penetration gap in the 20-30 age group compared to older segments

Percentage of individuals WITHOUT insurance

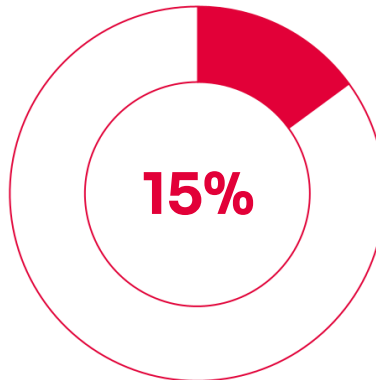
Overall average 25%



20 - 30



31 - 45



46 - 65



## Reasons for not having Insurance

**42%**

Lack of awareness  
or knowledge

**40%**

Perceived as  
expensive for  
their budget

**37%**

Can't find the  
right fit

“It never occurred to me” // I don't understand how  
it works.”



# What we did





 **la segunda**  
SEGUROS

We defined a strategy:  
**to meet them in their world of enjoyment**

We established a concept:  
**L2 is close to you**

- **MUSIC**
- **STREAMING**
- **GAMING**
- **LISTENING - L2 WOW**

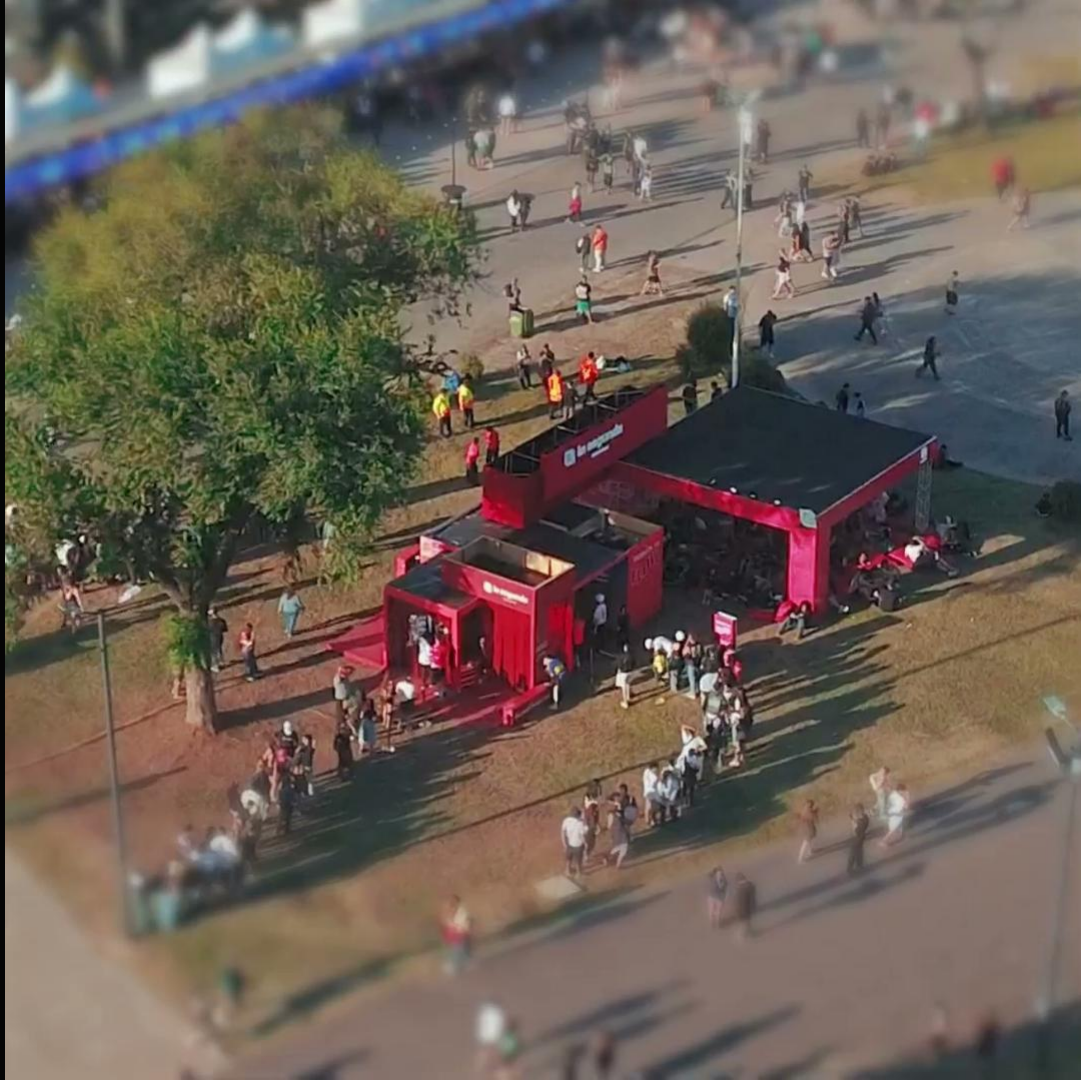


# Music



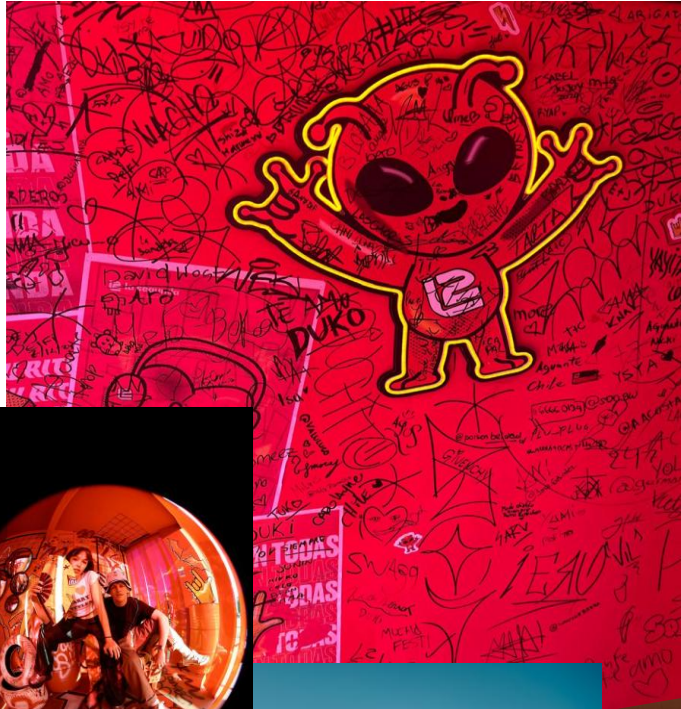
# Music





# Buenos Aires Trap

+ 100.000 attendees





# Festival Bandera

+25.000 attendees



# FESTIVAL BANDERA



+ 23.000 attendees

## Terraza

con vista a los escenarios



## Mural

para intervenir



## Espacio creativo



## Túnel

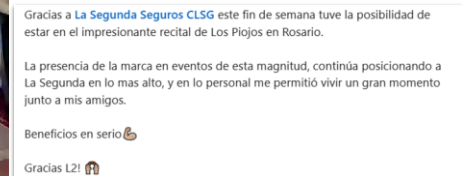
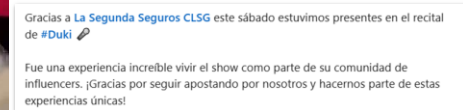
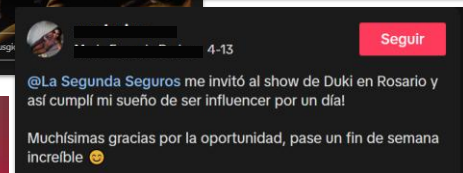
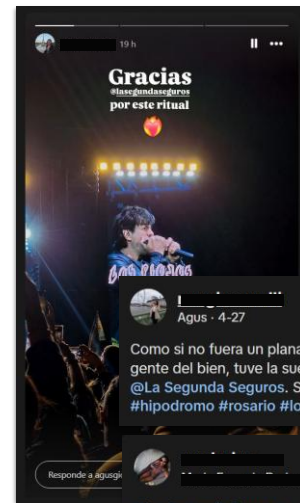


inmersivo con panallas

# Social Media & Influencers



- External
- Internal
- Content creators

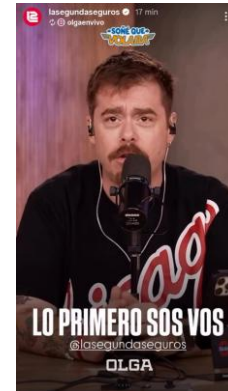


Instagram



# Streaming

- A key communication channel for this audience.
- Olga: Argentina's most-watched streaming channel.
- Twitch & YouTube



# Gaming



- Partnership with **LVP** Argentina
- League of Legends and FIFA competition:  
*Twitch, Flow, YouTube*
- Alliance with **9z Globant**, top e-sports team



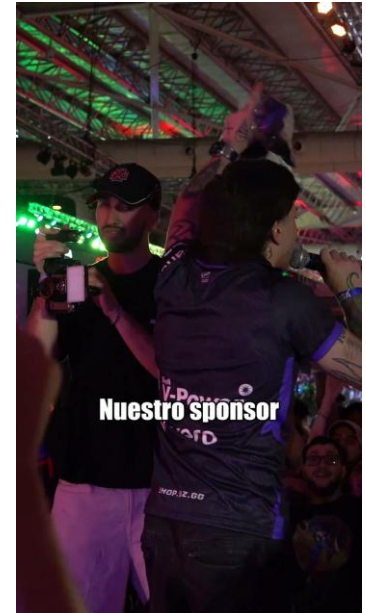
# Argentina Game Show



9z Globant

3 days

+100.000 attendees





- The L2 program for young customers.
- Understand and build loyalty with our younger customers (ages 18-35).
- **Survey panel** on our services, their habits, preferences, and needs.
- Loteries
- Personalizing the experience based on their expectations.

**+2,000**  
panel members

**5**  
surveys in 1 year

**350**  
responses per survey

**25**  
prize winners

# Our results





3°

Top of mind  
18/30 years old  
(from 4° to 3°)

1°

Engagement  
Social Media

1° Followers on X,  
TikTok, LKD  
2° on IG

14M

Interactions / year

350K

Digital community  
(IG: +111% general vs. +159%)

2°

Media  
coverage



Muchas gracias



[lasegunda.com.ar](http://lasegunda.com.ar)