

Beneva brand and marketing campaigns

ICMIF - Brand and Marketing Forum

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The merger and birth of the Beneva brand

A merger of equals



Fondation year: 1940



Fondation year: 1944

Our offices in major Canadian cities



Beneva is:

+3.5 M

Members

+5,500

Employees

\$27.5B

Consolidated asset

\$589M

Consolidated net income

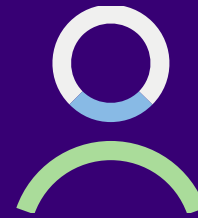
Beneva offers all types of insurance and the strength of multi-line coverage.



Group benefits



P&C insurance



Individual insurance



Financial services

Origin

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A single name
to remember, a single logo,
a single voice.

Bene

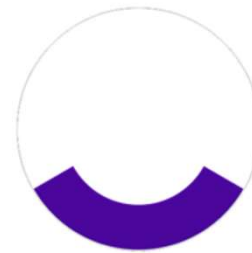
Bene : Good

Va

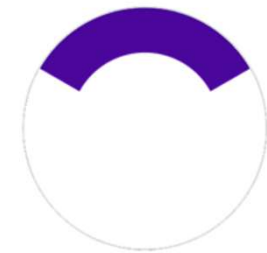
Va : To go

The explanation behind the design

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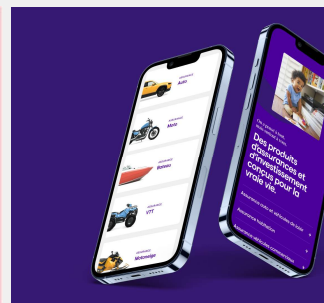
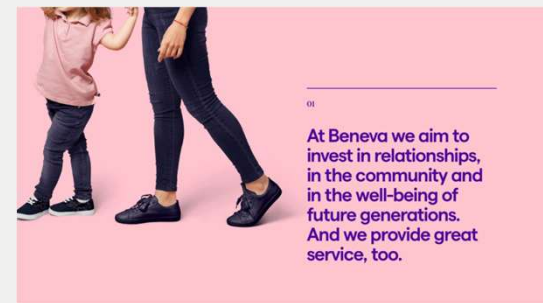
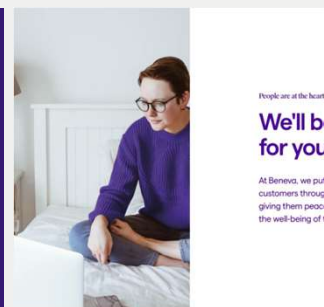
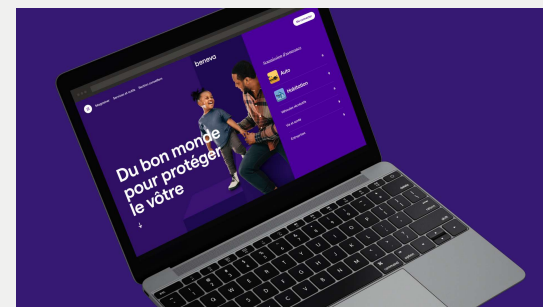
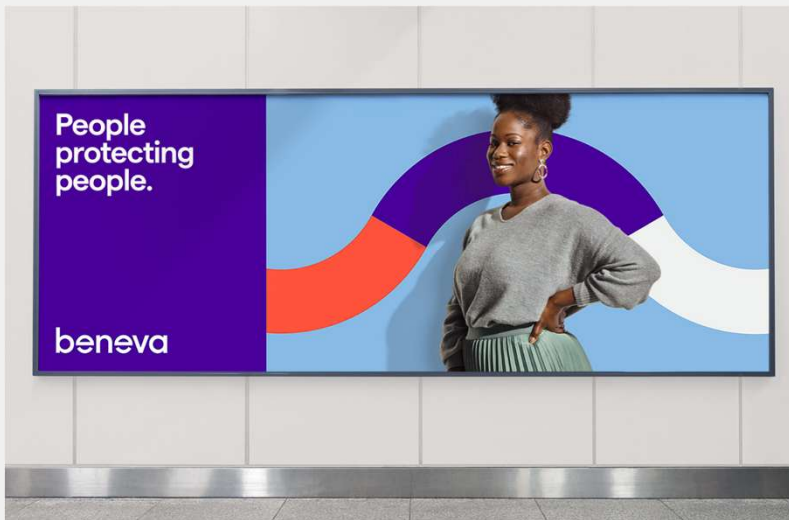
Smile



Protection



Consecutive shapes



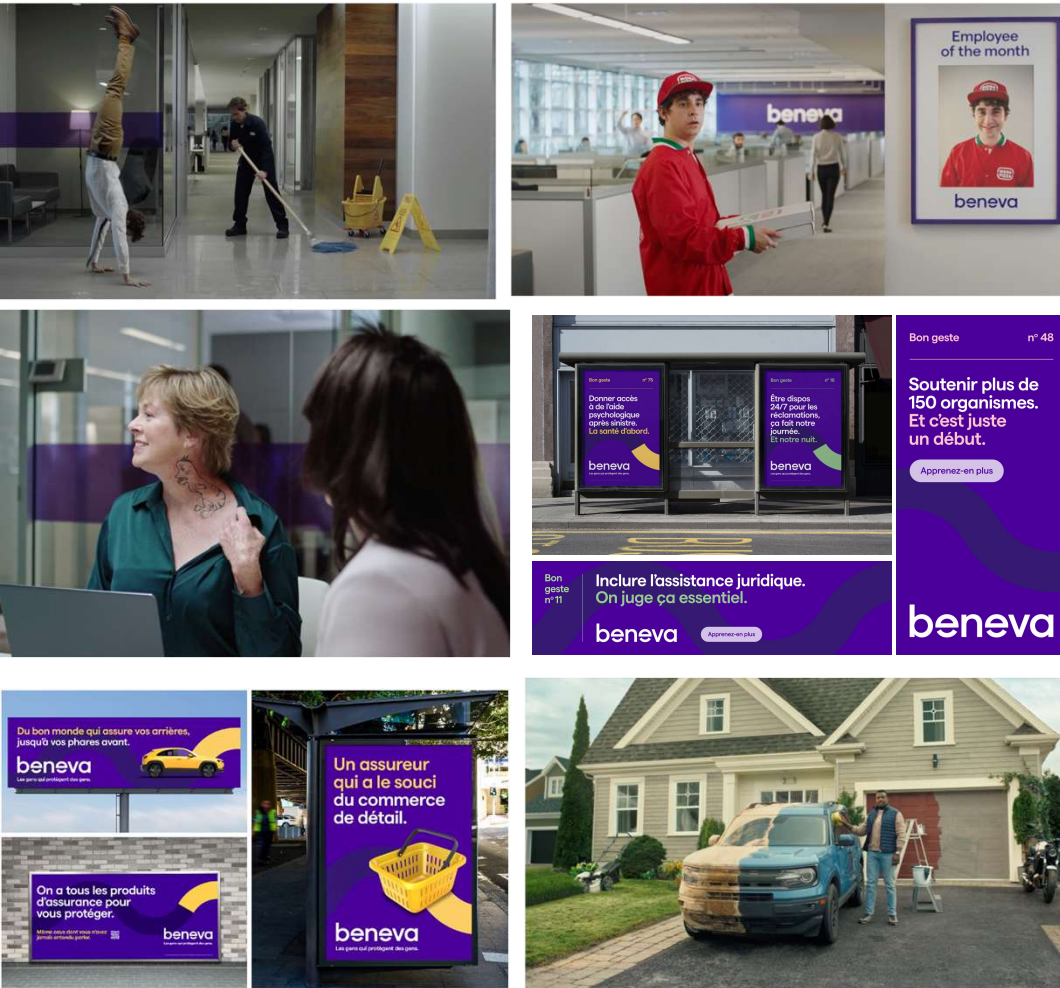
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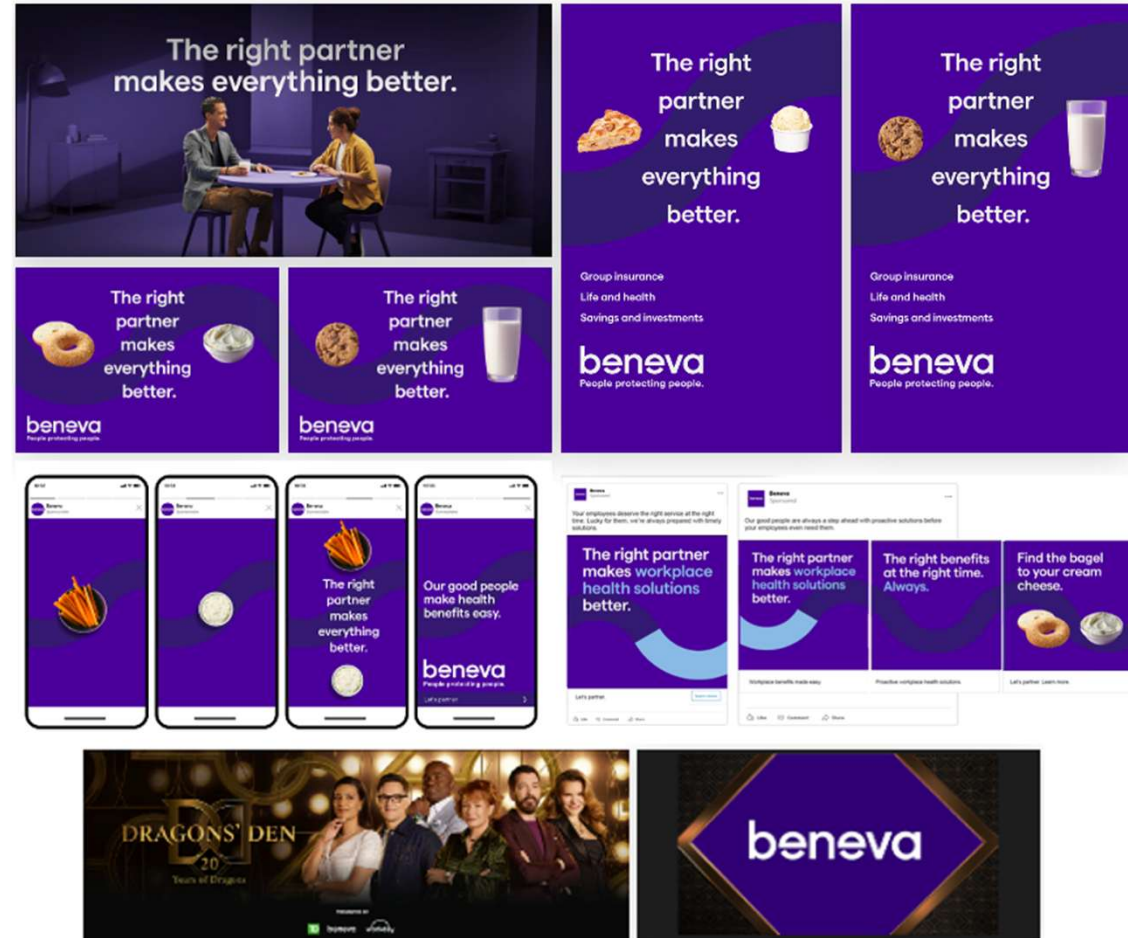
Integrated marketing communications strategy

History of campaigns from 2021 to 2025

Quebec



Ontario, Western and Atlantic Canada



Creation 2026

Our 2026 goals



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- Contribute to achieving business objectives in a turbulent market environment.
- Increase awareness.

TV commercial - Car



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TV commercial - Home



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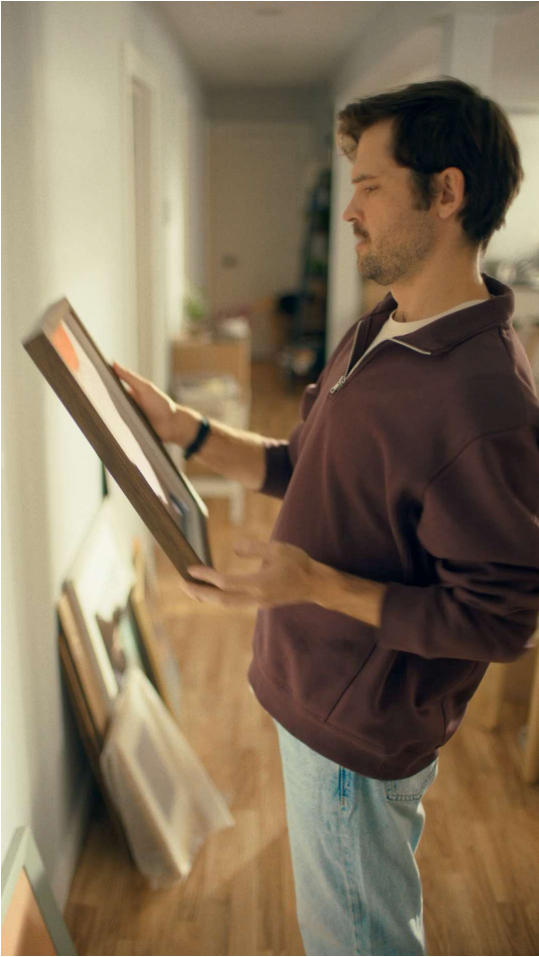
Online video - Home



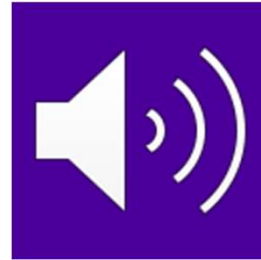
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Social media video - home



Audio - Car




Visual summary of 2026 campaigns

Quebec – B2C

HOME INSURANCE
Change to water damage coverage that's right for you.



HOME INSURANCE
Change to Beneva.




ROADSIDE ASSISTANCE
Change to 24/7 service.




ROADSIDE ASSISTANCE
Change to Beneva.



HOME AND CAR INSURANCE
Online claims, right at your fingertips.



HOME AND CAR INSURANCE
Change to Beneva.



Quebec – B2B

COMMERCIAL INSURANCE – GARAGES
Change to expertise that's hands-on.




COMMERCIAL INSURANCE – GARAGES
Change to Beneva.



COMMERCIAL INSURANCE – CONTRACTORS
Change to expertise that gets the job done.



COMMERCIAL INSURANCE – CONTRACTORS
Change to Beneva.



COMMERCIAL VEHICLE INSURANCE
Change to expertise that keeps you in the safe lane.



COMMERCIAL VEHICLE INSURANCE
Change to Beneva.




Behind the scenes



Conclusion

Conclusion

Measure and monitor continuously

Launching is only the beginning:

- Conduct marketing material audits to ensure consistency over time.
- Integrate brand objectives and KPIs into the business plan and strategic planning.
- Monitor our competition on a monthly or quarterly basis.

Keep the brand alive

A brand must resonate beyond its words:

- How can we embody our values more strongly through our civic engagement?
- How is our DNA reflected in the employee experience we offer?
- How can our product offering come even closer to our promise?

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