



**THE
YOUNG ONES
CLIENT BRIEF**



sonnet

**JOHANNES
LEONARDO**

CLIENT

Sonnet is the modern, fully online and easy way to buy home and auto insurance in Canada. They re-imagined the entire insurance experience – from removing the complicated jargon to eliminating unnecessary service fees – all supported by first-rate customer service and a streamlined claims process.

BACKGROUND

No one likes their insurance company. The whole process is so annoying that once it's done, people don't want to think about it again: 70% just renew their policy and don't bother looking for something else. But they are willing to think about changing during big life milestones, like getting married or getting a new car. Competition mostly instills those moments with fear and confusion: New home? A tree is going to fall through your roof. New car? Something is going to crash into it.

BUSINESS OPPORTUNITY

Sonnet wants to target consumers during these life moments of change, help them to hold onto the positive feelings and show them there's a better insurance company out there.

Because Sonnet will protect your car or your house – but also something just as valuable: your optimism. Insurance policies might not be able to change people's lives for the better, but helping people hold onto their optimism definitely can. Optimism helps you look forward to the future, to stay positive and it gives you the ability to enjoy your best moments for what they are.

TARGET AUDIENCE

Millennials in metro areas, who are going through life milestones - first cars, first houses, engagements, weddings, new babies.

Despite growing up in an era of pessimism, terrorism, war, and economic gloom, they are optimists. They are creative and entrepreneurial and feel like there are great things ahead for them and their families. They're adults, even if they don't necessarily feel like grown ups. They believe that they can make things better and choose brands that live up to that expectation. They think all insurance companies are the same: Big corporations with confusing products looking out for their own interests.

MISSION

Create innovative ideas that make the target audience believe Sonnet is a different kind of insurance company and they should pick it for its new insurance policies. Ideas should show how Sonnet protects people's optimism around big life moments and their areas of business: home or auto insurance.

KEY MESSAGE

Your most valuable asset you have is your optimism, and Sonnet will help protect it.

tone

Sunny, Genuine, Fresh

CATEGORIES

Film, Print, Outdoor, Digital, Activation, Design, Integrated

MORE INFORMATION

www.sonnet.ca