



**Genworth**  
Financial

*Insurance for living.  
Solutions for life.*

NEWS RELEASE

## **Genworth Financial Launches European Brand Campaign in UK, Ireland, Germany, Italy and Spain**

London, (May 15, 2007) – Genworth Financial, a leading financial security company, has launched its first-ever European brand advertising campaign, dubbed “Think it possible”. The innovative campaign developed by McCann Erickson London challenges the traditional approach to financial services communications; where most insurance companies sell their products by highlighting the negative side of risk, Genworth focuses on helping its partners to grow their businesses by enabling opportunities. In an effort to demonstrate Genworth Financial’s fresh approach to insurance, the advertising creative is simple, imaginative and engaging.

Genworth is piloting the campaign in five European countries – UK, Ireland, Germany, Italy and Spain – with the ads first seen on TV, May 10, in the UK and Spain on Sky Sports and Golf+ respectively. Press versions of the adverts can be seen in the top financial publications across the five countries, with complementary poster sites at Frankfurt International, Milan Linate, Madrid Barajas and London City airports.

“Most insurance companies take a very *traditional and judicious* approach to their brand building campaigns,” said International Brand Manager, Javier Diez-Aguirre. “That didn’t suit the Genworth ethos – or our promise to our clients that we will provide them with a level of service beyond that of our competitors. Our campaign is *intelligent, funny and challenging*, but the message is simple: we help our customers make the most of every opportunity.”

“The thing I like about it most is that it crosses cultural divides and translates well in each of our markets. This is particularly important to us as it reflects our own approach to business

– taking our global expertise and experience and using our local teams to make it relevant and useful in their markets.”

### **About the ads**

Set in a striking white limbo background, two characters bring to life interesting solutions to seemingly “impossible” scenarios. The TV and print scenarios are metaphors for how, by looking at problems from a different angle, you can overcome barriers to uncover opportunities.

The first TV execution, Mountain, illustrates how you can move mountains by (literally) shifting your point of view. The clever device of having one of the characters move the camera, drives the point home. In the second execution, See Saw, one of the characters finds the solution to creating a balance which shows how Genworth can influence decisions to work in their customers’ favour. Both of these executions are reflected in the press and posters. All activity drives the audience to the third dimension of the “Think it possible” campaign: [thinkitpossible.com](http://thinkitpossible.com). Here, one can find out more about Genworth’s philosophy, presented by our two characters, as well as click through to [Genworth.com](http://Genworth.com).

The simple black and white animation style developed by Russell Brooke at Passion Pictures, not only provides a contrast to the seriousness of the whole category, but is also a fresh and original approach for a leading, global and independent financial services organisation.

Details of the campaign can be found at [www.thinkitpossible.com](http://www.thinkitpossible.com)

### **About Genworth Financial**

Genworth is a leading financial security company meeting the retirement, longevity and lifestyle protection, investment and mortgage insurance needs of more than 15 million customers, with a presence in more than 25 countries. For more information, visit

[www.genworth.com](http://www.genworth.com).

This announcement has been issued by Genworth Financial Mortgage Insurance Limited (GFMI – registered in England no: 2624121). GFMI is authorized and regulated by the Financial Services Authority in the United Kingdom.

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