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Advertising and Sponsorships



During 2020, the Corporate Marketing area implemented a variety of actions focused on continuing to position the Company in the Spanish market. In addition, in a year marked by Covid-19, special actions were created to promote our commitment to society.

Among these special mention should be made of the advertising campaign, which again featured Garbiñe Muguruza, and which could be seen in the following media: TV, Internet, radio and sector press in the last quarter of the year, with the slogan: “At Caser we work so that now more than ever, your life is easier”. The campaign strengthens Caser’s positioning and support for its customers at an especially difficult time.

With the same aim the campaign “Trayecto Seguros” was launched in the main stations of the capital’s metro system. A total of 50 dispensers of hydroalcoholic gel were installed in 34 stations in the Madrid Metro. In addition to creating a new advertising format, at the same time, the Company’s commitment to society was once again demonstrated.

SPONSORSHIPS

Under the agreement signed in 2018 with Unipublic, the company organising the Vuelta, the insurer continued to be the official sponsor of the legendary cycling race around Spain. Thus, the brand was present in different media throughout the eighteen stages and the more than 2,800 kilometres of the race course. In addition, Joaquim “Purito” Rodríguez, a professional cyclist, was present at the 75th edition of La Vuelta, held between 20 October and 8 November, in order to strengthen the insurer’s support for sport and increase the brand’s visibility.





In addition, the link with the Spanish tennis player Garbiñe Muguruza as Caser ambassador continued, which was reflected in the organisation of different actions focused to increase awareness. In addition to the advertising campaigns, Muguruza starred in other events aimed at reflecting the values she shares with the Company: simplicity, ability to face challenges and responsibility.

Similarly, on the occasion of the very special situation that affected the Christmas holidays, Caser Seguros brought together the renowned tennis player, ambassador of the insurer, together with Paco Roncero, Spanish chef with two Michelin stars to prepare a unique Christmas greeting, in the form of a recipe, with the aim of helping many households devise their menus for this Christmas.



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customers, to society and to people in general. Our premise when developing marketing and sponsorship strategies is to work to make our clients' lives easier and safer. This is what we have continued to convey throughout the year, materializing it in innovative actions such as "Trayectos Seguros" (Safe Journeys), among others.

How have you conveyed the Company's values of professionalism and transparency in the current environment?

We are clear about the importance of offering our different targets useful, professional information and content that is appropriate to the needs of each one of them. In a situation such as the one we are going through, we reinforced our commitment to transparency and professionalism from the Corporate Marketing area and made all the tools available to this end in order to continue demonstrating our commitment to society.

How has Covid-19 influenced the area of Corporate Marketing?

The pandemic has permeated all areas of society and has also influenced companies' marketing plans and strategies. In our case, our brand purpose goes beyond a campaign promise. It is a commitment to