

MEDIA RELEASE

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A LIFE INSURANCE FIRST: SOCIAL MEDIA CAMPAIGN WARNS OF RISKS ASSOCIATED WITH UNDERINSURANCE

Lifewise, a long-term public awareness campaign launched by the Financial Services Council addressing Australia's high levels of underinsurance, today announced the launch of an innovative social media campaign aimed at highlighting the issue among Australian consumers.

The "Rose Coloured Glasses" campaign is the first social media campaign implemented by the life insurance industry and will engage some of Australia's top tier consumer bloggers to start a conversation with Australian consumers. The goal behind the campaign is to have Australians look carefully at their circumstances and see that they are properly insured for the good of their families.

Bloggers have been creatively engaged through direct mail involving the distribution of rose coloured glasses, allowing them to view online messages dealing with the potential devastating consequences of underinsurance to a family. They are encouraged to spread the word about underinsurance, sharing links to the Lifewise website and the life insurance calculator which helps consumers assess their insurance needs.

Launching the campaign, John Brogden, CEO of the Financial Services Council said: "The 'she'll be right' attitude adopted by the majority of Australians when it comes to life insurance explains why 95 per cent of Australian families do not have adequate levels of insurance¹. The problem we face is how to get the conversation started.

"This exciting campaign aims to get people talking about the financial risks associated with underinsurance. We decided to launch an online campaign because this is the place where consumers are speaking to one another and exchanging ideas on a daily basis. This approach aims to encourage Australians to become more engaged in the decisions they make in protecting their future."

For further information please contact Katie Robson, Consumer Media Adviser on 0412 847 909.

About Lifewise

Launched by the Financial Services Council, Lifewise is an industry-wide campaign that aims to encourage Australians to take appropriate steps to protect themselves from the financial hardship that can result from accident, sickness or death. The campaign features a straight-talking website and 'how much is enough' insurance needs calculator so that Australians can educate themselves about the risks they face in life and how they can manage them.

¹ The Lifewise/ NATSEM Underinsurance Report 2010



More information about the campaign including a list of supporters is available at the Lifewise website: www.lifewise.org.au

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