

MORE TH>N SIGNALS BRAND OVERHAUL WITH STAR STUDDED AD CAMPAIGN

Submitted by: More Than

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Direct insurance firm, MORE TH>N, has undergone a major brand overhaul with a new series of advertisements featuring classic tunes from the likes of Barry White and Lionel Richie, while Julian Barratt of the Mighty Boosh lends his distinctive voice to the script.

In a departure from typical car insurance (<http://www.morethan.com>) advertising, MORE TH>N has ditched its traditional mascot-led adverts in a bid to differentiate itself from the competition in an overcrowded insurance market.

The TV executions are dark and stylish, with simple messaging displayed in MORE TH>N's signature green font, and each one is set to a classic soundtrack. Meanwhile, Barratt delivers a tongue in cheek voice-over that focuses on the consumer offers which MORE TH>N hopes will increase the viewer response rate.

MORE TH>N's enduring central message, 'We Do More', remains a key part of the new campaign, and the company hopes that this core idea is reflected through the advertising. By marrying hypnotic visuals with classic hits and a soothing tone of voice, the home insurance (<http://www.morethan.com/Pages/Products/Home/HomeHomePage.aspx>) company hopes to pass on the message that its customers can relax and enjoy the music, confident in the knowledge that MORE TH>N is working hard to keep them covered.

The new initiatives have been developed following extensive customer research and are due to launch on 24 December 2008. Pete Markey, Marketing Director at MORE TH>N, commented: "The world of advertising is moving on, so at MORE TH>N the feeling was that we needed to be a bit braver and push the brand and all the positive things that it represents, with a vehicle that makes us stand out and is really memorable."

"Great songs have a remarkable effect on peoples moods. A fantastic song can make you feel amazing, so using classic music in a campaign like this will relax people, make them feel good, and really drive home the message that with MORE TH>N you don't need to give your insurance a second thought. The idea for the campaign stems from the very heart of MORE TH>N and that's why its so strong."

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Pete Markey is available for interview by calling the MORE TH>N Press Office on 0207 337 5602

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Notes to Editors:

MORE TH>N is the direct financial services arm of RSA. It offers motor, home, pet, life and travel insurance by phone and via the internet. It also offers van, shop, office, business car, hotels, property, club and contractor insurance direct to small businesses.

In December 2006 MORE TH>N, together with its parent company Royal & SunAlliance Insurance plc, became the first insurer in the UK to be carbon neutral. The company has cut its carbon footprint by half since 2000 and has offset the remainder by purchasing voluntary carbon reductions through the CarbonNeutral Company.

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