

## THE INSURANCE BUSINESS CANADA READERS' CHOICE AWARD FOR BEST ADVERTISING CAMPAIGN

### WINNER



**Trisura Guarantee  
Insurance Company**

### FINALISTS

Aviva Canada

CAA Club Group

Cansure

Economical Insurance

Kanetix.ca

**THE 2018** *Insurance Business Canada* Awards kicked off with the award for the year's best advertising campaign. Trisura Guarantee Insurance Company took home the honours for the first time.

"We've been nominated three times, so we finally won it, and it's great," said Sandra Henkel, Trisura's vice-president of marketing and distribution. "We don't work with big ad agencies, so the creative content for the campaign was something that we've developed in-house."

"A lot of work goes into a lot of these things throughout the year, so it's nice to be recognized"

### SANDRA HENKEL

**Trisura Guarantee Insurance Company**

Trisura's use of Donald Trump and 'fake news' in its campaign appears to have engaged clients as much as it impressed this year's judges. "We worked with a couple of local graphic designers to bring it to life," Henkel said. "We thought it was different from the normal B2B type of advertising."

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BUSINESS CANADA

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**Sandra Henkel**  
Trisura Guarantee  
Insurance Company