

AMV lance sa nouvelle campagne de publicité... décalée

Pour sa nouvelle prise de parole publicitaire, AMV opte pour l'humour. Résolument décalée, cette campagne signée nogood industry repousse les frontières du calembour pour établir AMV comme la référence incontestée de l'assurance deux-roues. L'idée ? L'assurance des deux roux. Oui, ils ont osé.

L'assurance

Assurément audacieuse, cette nouvelle campagne AMV surprend ! Jeux de mots volontairement naïfs, univers épuré, visuels étonnants, cette campagne « deux roux » prend les chemins détournés de la publicité pour promouvoir le leader de l'assurance deux-roues.

« Avec cette campagne, nous avons voulu rompre avec les codes publicitaires traditionnels des assurances. Nous sommes là, avant tout, pour faciliter et accompagner la pratique de tous les utilisateurs de 2-roues. Nous défendons une vision plaisir du 2-roues, et nous avons envie de le retranscrire dans notre communication. »
Franck Allard, PDG d'AMV.

A chaque jeu de mot, un engagement AMV

Dans cette campagne, deux roux se mettent en scène, se déguisent, pour raconter AMV.

Pionnier de l'assurance deux-roues, AMV s'est imposé comme un acteur majeur en rendant les tarifs d'assurance accessibles au plus grand nombre (film « *Petit, petit...* »).

Philosophie qui lui a permis de devenir le leader de l'assurance deux-roues avec plus de 500 000 clients aujourd'hui (film « *Chouchou* »), qui bénéficient d'une qualité de service irréprochable auprès de conseillers formés pour devenir des super-spécialistes de l'assurance moto et scooter (annonce « *Petits oignons* »).

Avec cette nouvelle campagne, AMV s'adresse à un large public et conforte ainsi son engagement pour une utilisation plaisir et passion du 2-roues pour TOUS (annonce « *Scouts* »).

Une campagne qui « décoiffe » donc, à découvrir sans plus attendre : <http://www.youtube.com/user/AMVassurance/>

La campagne sera visible à partir du 25 mars en Télé (TF1, M6, Canal +, Eurosport, W9, TMC, BFM TV, I Télé, Infosport, Sport +) en Presse et en digital.



AMV, LEADER DE L'ASSURANCE DEUX-ROUES

Pionnier de l'assurance deux-roues, AMV s'est imposé comme un acteur majeur dans l'univers de la moto en offrant les tarifs d'assurance accessibles au plus grand nombre. Cette philosophie a permis à AMV de devenir le leader de l'assurance spécialisée moto et scooter et protéger aujourd'hui plus de 500 000 deux-roues, ainsi que tous les clubs affiliés à la Fédération Française de Motocyclisme.

DEVIS ET ASSURANCE EN LIGNE 24H/24H SUR AMV.FR*

N° Indigo 0 820 820 750

* Services Payants

AMV ASSURE 500 000 DEUX-ROUES

AMV

AMV ASSURE TOUS LES DEUX-ROUES
(MÊME LES SCOOTERS).

AMV, LEADER DE L'ASSURANCE DEUX-ROUES.

Plus que de l'assurance deux-roues, AMV s'est également imposé comme un acteur majeur dans l'univers de la moto en rendant les tarifs d'assurance accessibles au plus grand nombre. Cette philosophie a permis à AMV de devenir le leader de l'assurance spécialisée moto et scooter en partageant aujourd'hui plus de 50 000 000 deux-roues.

Qu'il s'agisse de l'urban ou roadster, de la route ou du scooter et muni ou non, AMV propose des solutions pour tous !

DEVIS ET ASSURANCE EN LIGNE 24H/24H SUR AMV.FR**

N° Indigo 0 820 820 750

** Tarif mensuel à partir de : au 02/24/12 : scooter 125cc/mot en dépendant de l'âge, 16 et 18 ans/mot en accord à l'âge de 16 à 30 ans, puissance max entre 15/20/30/40/50/60/70/80/90/100/110/120/130/140/150/160/170/180/190/200/220/230/240/250/260/270/280/290/300/320/340/360/380/400/420/440/460/480/500/520/540/560/580/600/620/640/660/680/700/720/740/760/780/800/820/840/860/880/900/920/940/960/980/1000/1020/1040/1060/1080/1100/1120/1140/1160/1180/1200/1220/1240/1260/1280/1300/1320/1340/1360/1380/1400/1420/1440/1460/1480/1500/1520/1540/1560/1580/1600/1620/1640/1660/1680/1700/1720/1740/1760/1780/1800/1820/1840/1860/1880/1900/1920/1940/1960/1980/2000/2020/2040/2060/2080/2100/2120/2140/2160/2180/2200/2220/2240/2260/2280/2300/2320/2340/2360/2380/2400/2420/2440/2460/2480/2500/2520/2540/2560/2580/2600/2620/2640/2660/2680/2700/2720/2740/2760/2780/2800/2820/2840/2860/2880/2900/2920/2940/2960/2980/3000/3020/3040/3060/3080/3100/3120/3140/3160/3180/3200/3220/3240/3260/3280/3300/3320/3340/3360/3380/3400/3420/3440/3460/3480/3500/3520/3540/3560/3580/3600/3620/3640/3660/3680/3700/3720/3740/3760/3780/3800/3820/3840/3860/3880/3900/3920/3940/3960/3980/4000/4020/4040/4060/4080/4100/4120/4140/4160/4180/4200/4220/4240/4260/4280/4300/4320/4340/4360/4380/4400/4420/4440/4460/4480/4500/4520/4540/4560/4580/4600/4620/4640/4660/4680/4700/4720/4740/4760/4780/4800/4820/4840/4860/4880/4900/4920/4940/4960/4980/5000/5020/5040/5060/5080/5100/5120/5140/5160/5180/5200/5220/5240/5260/5280/5300/5320/5340/5360/5380/5400/5420/5440/5460/5480/5500/5520/5540/5560/5580/5600/5620/5640/5660/5680/5700/5720/5740/5760/5780/5800/5820/5840/5860/5880/5900/5920/5940/5960/5980/6000/6020/6040/6060/6080/6100/6120/6140/6160/6180/6200/6220/6240/6260/6280/6300/6320/6340/6360/6380/6400/6420/6440/6460/6480/6500/6520/6540/6560/6580/6600/6620/6640/6660/6680/6700/6720/6740/6760/6780/6800/6820/6840/6860/6880/6900/6920/6940/6960/6980/7000/7020/7040/7060/7080/7100/7120/7140/7160/7180/7200/7220/7240/7260/7280/7300/7320/7340/7360/7380/7400/7420/7440/7460/7480/7500/7520/7540/7560/7580/7600/7620/7640/7660/7680/7700/7720/7740/7760/7780/7800/7820/7840/7860/7880/7900/7920/7940/7960/7980/8000/8020/8040/8060/8080/8100/8120/8140/8160/8180/8200/8220/8240/8260/8280/8300/8320/8340/8360/8380/8400/8420/8440/8460/8480/8500/8520/8540/8560/8580/8600/8620/8640/8660/8680/8700/8720/8740/8760/8780/8800/8820/8840/8860/8880/8900/8920/8940/8960/8980/9000/9020/9040/9060/9080/9100/9120/9140/9160/9180/9200/9220/9240/9260/9280/9300/9320/9340/9360/9380/9400/9420/9440/9460/9480/9500/9520/9540/9560/9580/9600/9620/9640/9660/9680/9700/9720/9740/9760/9780/9800/9820/9840/9860/9880/9900/9920/9940/9960/9980/10000/10020/10040/10060/10080/10100/10120/10140/10160/10180/10200/10220/10240/10260/10280/10300/10320/10340/10360/10380/10400/10420/10440/10460/10480/10500/10520/10540/10560/10580/10600/10620/10640/10660/10680/10700/10720/10740/10760/10780/10800/10820/10840/10860/10880/10900/10920/10940/10960/10980/11000/11020/11040/11060/11080/11100/11120/11140/11160/11180/11200/11220/11240/11260/11280/11300/11320/11340/11360/11380/11400/11420/11440/11460/11480/11500/11520/11540/11560/11580/11600/11620/11640/11660/11680/11700/11720/11740/11760/11780/11800/11820/11840/11860/11880/11900/11920/11940/11960/11980/12000/12020/12040/12060/12080/12100/12120/12140/12160/12180/12200/12220/12240/12260/12280/12300/12320/12340/12360/12380/12400/12420/12440/12460/12480/12500/12520/12540/12560/12580/12600/12620/12640/12660/12680/12700/12720/12740/12760/12780/12800/12820/12840/12860/12880/12900/12920/12940/12960/12980/13000/13020/13040/13060/13080/13100/13120/13140/13160/13180/13200/13220/13240/13260/13280/13300/13320/13340/13360/13380/13400/13420/13440/13460/13480/13500/13520/13540/13560/13580/13600/13620/13640/13660/13680/13700/13720/13740/13760/13780/13800/13820/13840/13860/13880/13900/13920/13940/13960/13980/14000/14020/14040/14060/14080/14100/14120/14140/14160/14180/14200/14220/14240/14260/14280/14300/14320/14340/14360/14380/14400/14420/14440/14460/14480/14500/14520/14540/14560/14580/14600/14620/14640/14660/14680/14700/14720/14740/14760/14780/14800/14820/14840/14860/14880/14900/14920/14940/14960/14980/15000/15020/15040/15060/15080/15100/15120/15140/15160/15180/15200/15220/15240/15260/15280/15300/15320/15340/15360/15380/15400/15420/15440/15460/15480/15500/15520/15540/15560/15580/15600/15620/15640/15660/15680/15700/15720/15740/15760/15780/15800/15820/15840/15860/15880/15900/15920/15940/15960/15980/16000/16020/16040/16060/16080/16100/16120/16140/16160/16180/16200/16220/16240/16260/16280/16300/16320/16340/16360/16380/16400/16420/16440/16460/16480/16500/16520/16540/16560/16580/16600/16620/16640/16660/16680/16700/16720/16740/16760/16780/16800/16820/16840/16860/16880/16900/16920/16940/16960/16980/17000/17020/17040/17060/17080/17100/17120/17140/17160/17180/17200/17220/17240/17260/17280/17300/17320/17340/17360/17380/17400/17420/17440/17460/17480/17500/17520/17540/17560/17580/17600/17620/17640/17660/17680/17700/17720/17740/17760/17780/17800/17820/17840/17860/17880/17900/17920/17940/17960/17980/18000/18020/18040/18060/18080/18100/18120/18140/18160/18180/18200/18220/18240/18260/18280/18300/18320/18340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