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iSelect reveals new brand platform amid strong growth

[iSelect](#), Australia's leading destination for personalised comparison and expert advice across insurance, utilities and personal finance products, has shifted its market positioning as the group expands further from its already dominant share of the private health insurance sector.

Following record-breaking sales during March, the company is gearing up for further expansion, having opened its second customer contact centre in Melbourne's East Bentleigh last week (Monday 11th April).

iSelect has launched its new brand platform – “Always get it right” – with the first television commercial going to air last night (Sunday 17th April) with the wider campaign to be rolled out progressively over the coming months. The new campaign also signals the end of the popular ‘Mr iSelect’ character who fronted the company's advertising for the past five years.

iSelect's CEO Scott Wilson said, “As we foreshadowed last year, we have changed our market positioning in line with our customer first approach. Our new advertising campaign positions iSelect as the leading destination for customers to confidently compare and buy thousands of plans, products and policies.”

Mr Wilson said the new campaign builds on the humour-based history of the brand, using the power of ‘getting it right’ as the story-telling device.

“Our competitive advantage is our personally tailored expert advice, which helps our customers to make the right decision and choose the product best suited to their individual or household needs,” he added.

Mr Wilson said the new creative also heralded a deliberate decision to expand focus from the core health insurance business and also aimed to challenge the misconception that iSelect was simply an online comparison service.

“Our brand needed a complete refresh to help us highlight the full extent of expertise and unlock growth opportunities in the broader financial services and utility categories, such as energy, broadband and home loans,” he added.

Mr Wilson said that online comparison is just the first step in iSelect’s personalised advice service.

“By asking the right questions, our team of more than 500 highly trained advisors really get to know our customers and expertly match their individual needs to the right products. For example, more than 90 per cent of our health insurance sales are completed after an in-depth telephone consultation with one of our health insurance experts.”

Mr Wilson said that the opening of the company’s second customer contact centre highlighted the impressive growth in recent years.

“We have doubled our staff over the past three years and now employ more than 700 people. In the last year alone we added more than 100 permanent staff over the last year alone as we push into new verticals, while the group is also investing in scalable technology platforms to enhance its cross-serve capability”, he concluded.

The new campaign will be supported by TV, radio, outdoor and digital channels.

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About iSelect

iSelect is Australia’s leading destination for personalised comparison and advice across a range of insurance, utilities and personal finance products. Our team of expert advisors give customers the confidence to make the right choice when it comes to some of life’s important household financial decisions.

www.iselect.com.au