

JAYWING

**Insurance2Go**  
Acquisition Campaign

Go Live Life

# Go Live Life

Life's getting back to normal and I2Go want to champion you to go live your life without the fear of damaging, losing your phone or having it stolen.

# Photography




# Tone of voice


1. Wherever life takes you, we've got you covered. Simply sign up, and we'll do the rest.
2. Hassle-free claims to get you on your feet again, from just £3.49 a month.
3. Claim any day, any time. Give your mobile the ultimate protection, from £3.49 a month.
4. 5-star Defaqto rating, unlimited claims, and fast sign up from £3.49 a month.
5. Don't let small mishaps ruin your fun. Claim any time, any day from £3.49 a month.
6. World-wide cover, for any whatever life throws at you from £3.49 a month.
7. 95% of claims approved, rated as 'excellent' on Trustpilot and 5-star rating on Defaqto.
8. Unlimited claims to repair or replace your phone, hassle-free. All for from just £3.49 a month

Go live life - Gig

# Go live life - Gig



Discovery



**GET QUOTE** 

**Ad** Lose yourself at a gig. Lost your phone too?  
**We've got you covered.**

Insure your phone from £3.49 a month.  
Simply sign up, and we'll do the rest.

 insurance2go.co.uk 

# Go live life - Gig

Discovery sequential

The image shows a large smartphone frame containing two ad cards and a main ad content area. The first ad card features a photo of a concert with confetti and the text "GET QUOTE" and "Lose yourself at a gig. Lost your phone too? We've got you covered." The second ad card features a photo of a smartphone with the Insurance2Go logo and the text "GET QUOTE" and "headline". The main ad content area contains the text "Lose yourself at a gig. Lost your phone too? We've got you covered.", "Insure your phone from £3.49 a month. Simply sign up, and we'll do the rest.", and "Ad Insurance2Go".

**GET QUOTE**

Lose yourself at a gig. Lost your phone too?  
We've got you covered.

**GET QUOTE**

headline

**Lose yourself at a gig. Lost your phone too?  
We've got you covered.**

Insure your phone from £3.49 a month.  
Simply sign up, and we'll do the rest.

**Ad** Insurance2Go



# Go live life - Gig alt

Discovery



**GET QUOTE** 

**Ad** Lose yourself at a gig. Lost your phone too?  
**We've got you covered.**

Insure your phone from £3.49 a month.  
Simply sign up, and we'll do the rest.

 insurance2go.co.uk 

# Go live life - Gig alt

Discovery sequential

The image shows a large smartphone frame containing two ad preview cards and a full ad layout. The first card features a blue-tinted photo of a hand holding a phone at a concert, with a 'GET QUOTE' button and the text 'Lose yourself at a gig. Lost your phone too? We've got you covered.' The second card features a green background with a white phone displaying the 'insurance2go' logo, with a 'GET QUOTE' button and the text 'headline'. Below these is a full ad layout with the headline 'Lose yourself at a gig. Lost your phone too? We've got you covered.', the body text 'Insure your phone from £3.49 a month. Simply sign up, and we'll do the rest.', and a yellow 'Ad' label followed by 'Insurance2Go'.

**GET QUOTE**

Lose yourself at a gig. Lost your phone too?  
We've got you covered.

**GET QUOTE**

headline

**Lose yourself at a gig. Lost your phone too?  
We've got you covered.**


Insure your phone from £3.49 a month.  
Simply sign up, and we'll do the rest.


**Ad** Insurance2Go

Go live life - Rough & tumble

# Go live life - Rough & tumble



Discovery



[GET QUOTE](#) 

**Ad** Rough & tumble. Phone fumble.  
**We've got you covered.**

Don't let small mishaps ruin your fun. Claim any time,  
any day from £3.49 a month.

 insurance2go.co.uk 

# Go live life - Rough & tumble


Discovery sequential


The image shows a large smartphone graphic. Inside the phone, three ad creatives are displayed in a row. The first creative shows a man with two children, with a 'GET QUOTE' button and the headline 'Rough & tumble! Phone fumble? We've got you covered.' The second creative shows a cracked phone screen with a 'GET QUOTE' button and the headline 'headline'. The third creative shows a phone with the Insurance2Go logo on a green background, with a 'GET QUOTE' button and the headline 'headline'. Below these creatives, a mobile ad preview is shown with the headline 'Rough & tumble! Phone fumble? We've got you covered.', the body text 'Don't let small mishaps ruin your fun. Claim any time, any day from £3.49 a month.', and the 'Ad Insurance2Go' label.


Go live life - Outdoors

# Go live life - Outdoors



Discovery



**GET QUOTE** 

 **Adventure proof.**  
**Get cover from £3.49**

Wherever life takes you, we've got you covered.  
Simply sign up, and we'll do the rest.

 insurance2go.co.uk 

# Go live life - Outdoors

Discovery sequential

**GET QUOTE**

Adventure proof. Get cover from £3.49

**GET QUOTE**

headline

**GET QUOTE**

headline

**Adventure proof.  
Get cover from £3.49**

Wherever life takes you, we've got you covered. Simply sign up, and we'll do the rest.

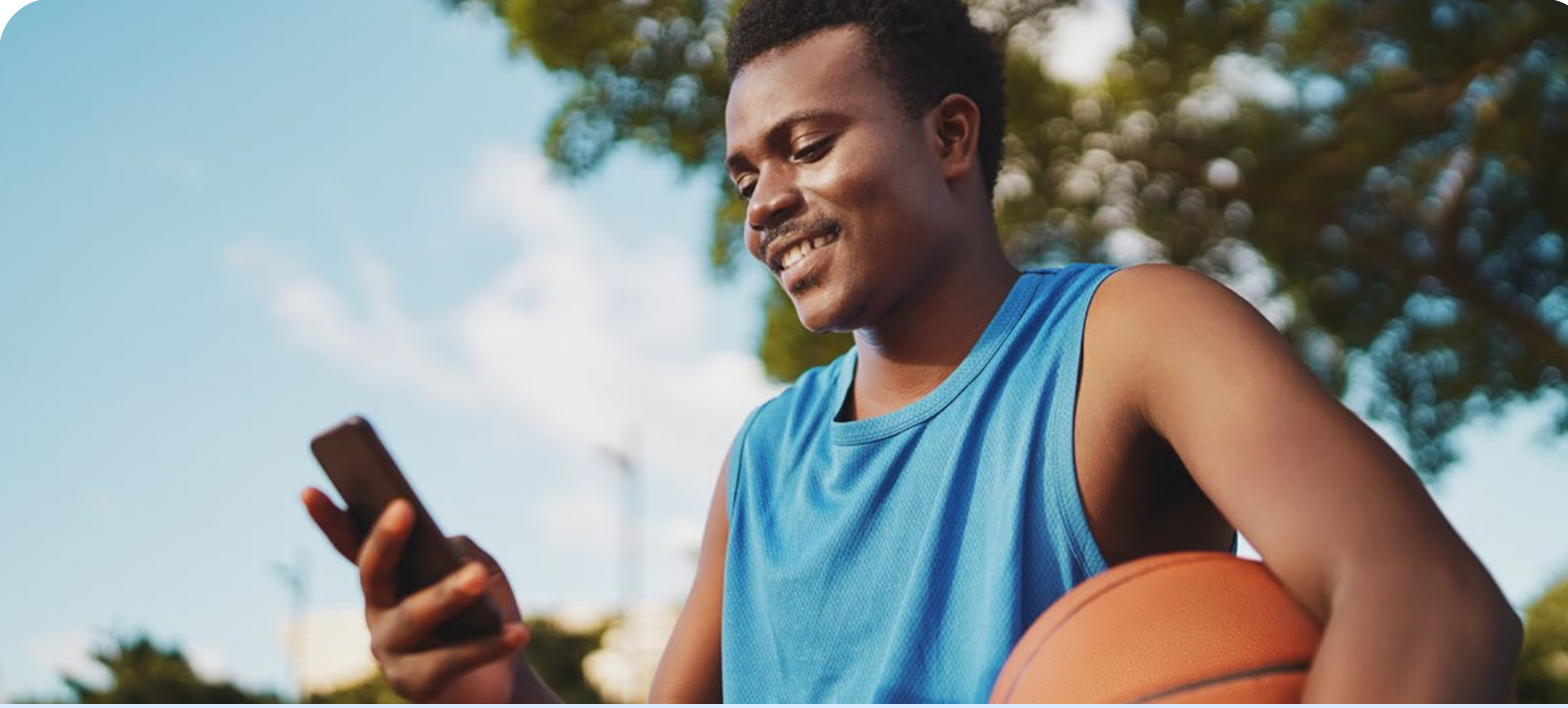
Insurance2Go




Go live life - Basketball



# Go live life - Basketball

Discovery



**GET QUOTE** 

**Ad** Protection from **£3.49**  
**It's a slam dunk.**  
Claim any day, any time. Give your mobile the ultimate protection, from £3.49 a month.

 insurance2go.co.uk 

# Go live life - Basketball

Discovery sequential

The graphic shows a large smartphone with three sequential ad frames on the left and a final ad view on the right. Each frame has a 'GET QUOTE' button with an external link icon.


- Frame 1:** Image of a man in a blue tank top holding a basketball and a smartphone. Text: "GET QUOTE" and "Protection from £3.49 It's a slam dunk."
- Frame 2:** Image of a cracked smartphone screen. Text: "GET QUOTE" and "headline".
- Frame 3:** Image of a smartphone displaying the Insurance2Go logo on a green background. Text: "GET QUOTE" and "headline".


**Final Ad View:** Text: "Protection from £3.49 It's a slam dunk." followed by "Claim any day, any time. Give your mobile the ultimate protection, from £3.49 a month." and "Ad Insurance2Go".

Go live life - Travel

# Go live life - Travel



Discovery



**GET QUOTE** 

**Ad** Planes, trains, and broken mobiles.  
**Cover from £3.49.**

Wherever life takes you, we've got you covered.  
Simply sign up, and we'll do the rest.

 insurance2go.co.uk 

# Go live life - Travel

Discovery sequential

**GET QUOTE**

Planes, trains, and broken mobiles.  
Cover from £3.49.

**GET QUOTE**

headline

**GET QUOTE**

headline

**Planes, trains, and broken mobiles.  
Cover from £3.49.**


Wherever life takes you, we've got you covered. Simply sign up, and we'll do the rest.


**Ad** Insurance2Go

Go live life - Friends



# Go live life - Friends

Discovery



**GET QUOTE** 

**Ad** **Meet up without the hang ups.**  
Don't let small mishaps ruin your fun. Claim any time,  
any day from £3.49 a month.

 insurance2go.co.uk 



# Go live life - Friends

Discovery sequential

The image shows a large smartphone frame containing three sequential ad images and a text block. The first image shows two people taking a photo by a lake. The second image shows a hand washing a smartphone in water. The third image shows a smartphone with the Insurance2Go logo on a green background. Below these images is a text block with the headline 'Meet up without the hang ups.', a sub-headline 'Don't let small mishaps ruin your fun. Claim any time, any day from £3.49 a month.', and a call to action 'Ad Insurance2Go'. Each image has a 'GET QUOTE' button with an external link icon.

Image 1	Image 2	Image 3
<b>GET QUOTE</b>	<b>GET QUOTE</b>	<b>GET QUOTE</b>
Meet up without the hang ups.	headline	headline

**Meet up without the hang ups.**

Don't let small mishaps ruin your fun. Claim any time, any day from £3.49 a month.

**Ad** Insurance2Go

Go live life - Celebration

# Go live life - Celebration

Discovery



**GET QUOTE** 

**Ad** **Throw colours. Not mobiles.**  
**Get cover from £3.49.**

World-wide cover for whatever life throws at you  
from just £3.49 a month.

 insurance2go.co.uk 

# Go live life - Celebration

Discovery sequential

**GET QUOTE**

Throw colours. Not mobiles.  
Get cover from £3.49

**GET QUOTE**

headline

**GET QUOTE**

headline

**Throw colours. Not mobiles.  
Get cover from £3.49**

World-wide cover for whatever life throws at you from just £3.49 a month.

**Ad** Insurance2Go

Go live life - Work

# Go live life - Work

Discovery



[GET QUOTE](#) 

**Ad** Pick-up. Drop-off. Hassle-free.  
**From £3.49**

5-star Defaqto rating, unlimited claims, and fast sign up from £3.49 a month.

 insurance2go.co.uk 

# Go live life - Work

Discovery sequential

The image shows a large smartphone frame containing two ad creatives and a summary of the offer. The first creative on the left features a driver's perspective from inside a car with a 'GET QUOTE' button and the text 'Pick-up. Drop-off. Hassle-free. From £3.49'. The second creative on the right features a smartphone displaying the 'insurance2go' logo with a 'GET QUOTE' button and the text 'headline'. Below these is a summary of the offer: 'Pick-up. Drop-off. Hassle-free. From £3.49', '5-star Defaqto rating, unlimited claims, and fast sign up from £3.49 a month.', and 'Ad Insurance2Go'.

**GET QUOTE**

Pick-up. Drop-off. Hassle-free.  
From £3.49

**GET QUOTE**

headline

**Pick-up. Drop-off. Hassle-free.  
From £3.49**

5-star Defaqto rating, unlimited claims, and  
fast sign up from £3.49 a month.


Insurance2Go

Go live life - Winter sport



# Go live life - Winter sport

Discovery



**GET QUOTE** 

**Ad** **Ready. Set. Cracked?**  
**From £3.49, You're covered**

Hassle-free claims to get you on your feet again,  
from just £3.49 a month.

 insurance2go.co.uk 

# Go live life - Winter sport


Discovery sequential


The graphic shows a large smartphone with three sequential ad frames on the left and a final ad view on the right. The first frame shows a skier with a 'GET QUOTE' button and the headline 'Ready. Set. Cracked? From £3.49, you're covered.' The second frame shows a cracked screen with a 'GET QUOTE' button and the word 'headline'. The third frame shows a smartphone with the 'insurance2go' logo on a green background with a 'GET QUOTE' button and the word 'headline'. The final view shows the ad text: 'Ready. Set. Cracked? From £3.49, you're covered.', 'Hassle-free claims to get you on your feet again, from just £3.49 a month.', and 'Ad Insurance2Go'.

Go live life - Car landscape

# Go live life - Car landscape



Discovery



[GET QUOTE](#) 

**Ad** **Car Swerves. Phone drops.**  
**From £3.49, you're covered**

Wherever life takes you, we've got you covered.  
Simply sign up, and we'll do the rest.

 insurance2go.co.uk 

# Go live life - Car landscape

Discovery sequential

The image shows a large smartphone frame containing three sequential ad cards and a final ad view. The first card shows a person in a car holding a phone. The second card shows a cracked phone. The third card shows a phone with the Insurance2Go logo. The final view shows the ad text and logo on a phone screen.

**GET QUOTE**

Car Swerves. Phone drops.  
From £3.49, you're covered.

**GET QUOTE**

headline

**GET QUOTE**

headline

**Car Swerves. Phone drops.  
From £3.49, you're covered.**


Wherever life takes you, we've got you covered. Simply sign up, and we'll do the rest.


Insurance2Go

Go live life - Café

# Go live life - Café



Discovery



**GET QUOTE** 

**Ad** **Ground coffee. Not your mobile.**  
**Get cover from £3.49**

Unlimited cover and no quibble claims  
for the less than your breakfast.

 insurance2go.co.uk 

# Go live life - Café

Discovery sequential

The image shows a large smartphone frame containing three sequential ad cards and a final ad view. The first card shows a hand holding a smartphone over a coffee cup with the text "GET QUOTE" and "Ground coffee. Not your mobile. From £3.49, you're covered." The second card shows a cracked smartphone with the text "GET QUOTE" and "headline". The third card shows a smartphone with the Insurance2Go logo on a green background with the text "GET QUOTE" and "headline". The final view shows the ad text: "Ground coffee. Not your mobile. Get cover from £3.49", "Unlimited cover and no quibble claims for the less than your breakfast.", and "Ad Insurance2Go".

**GET QUOTE**

Ground coffee. Not your mobile.  
From £3.49, you're covered.

**GET QUOTE**

headline

**GET QUOTE**

headline

**Ground coffee. Not your mobile.  
Get cover from £3.49**

Unlimited cover and no quibble claims  
for the less than your breakfast.

**Ad** Insurance2Go



# Appendix

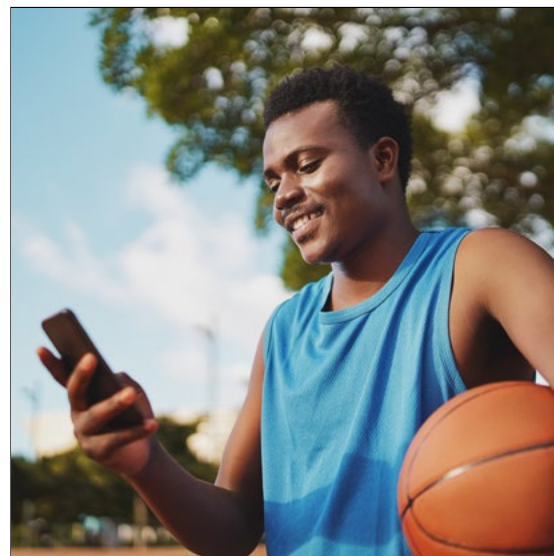
# Go live life - Collective

Discovery sequential



[GET QUOTE](#)

Ground coffee. Not your mobile.  
From £3.49, you're covered.



[GET QUOTE](#)

Protection from £3.49 It's a slam dunk.



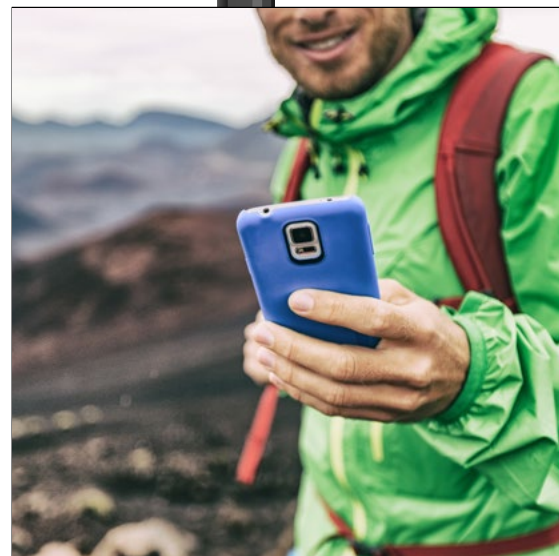
[GET QUOTE](#)

Rough & tumble. Phone fumble.  
We've got you covered.



[GET QUOTE](#)

Lose yourself at a gig. Lost your phone too?  
We've got you covered.



[GET QUOTE](#)

Adventure proof. Get cover from £3.49



[GET QUOTE](#)

headline

**We've got you covered.**

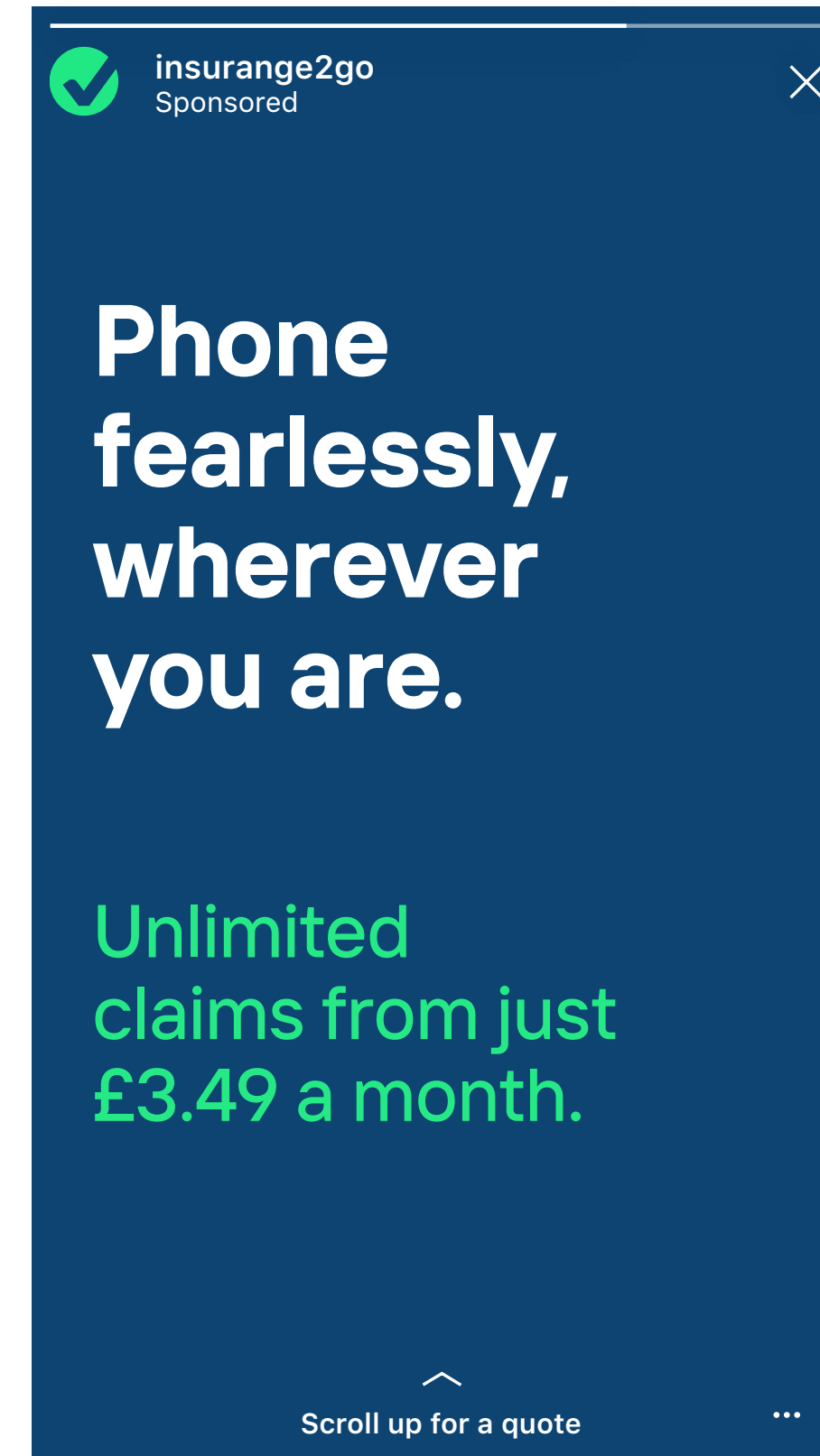
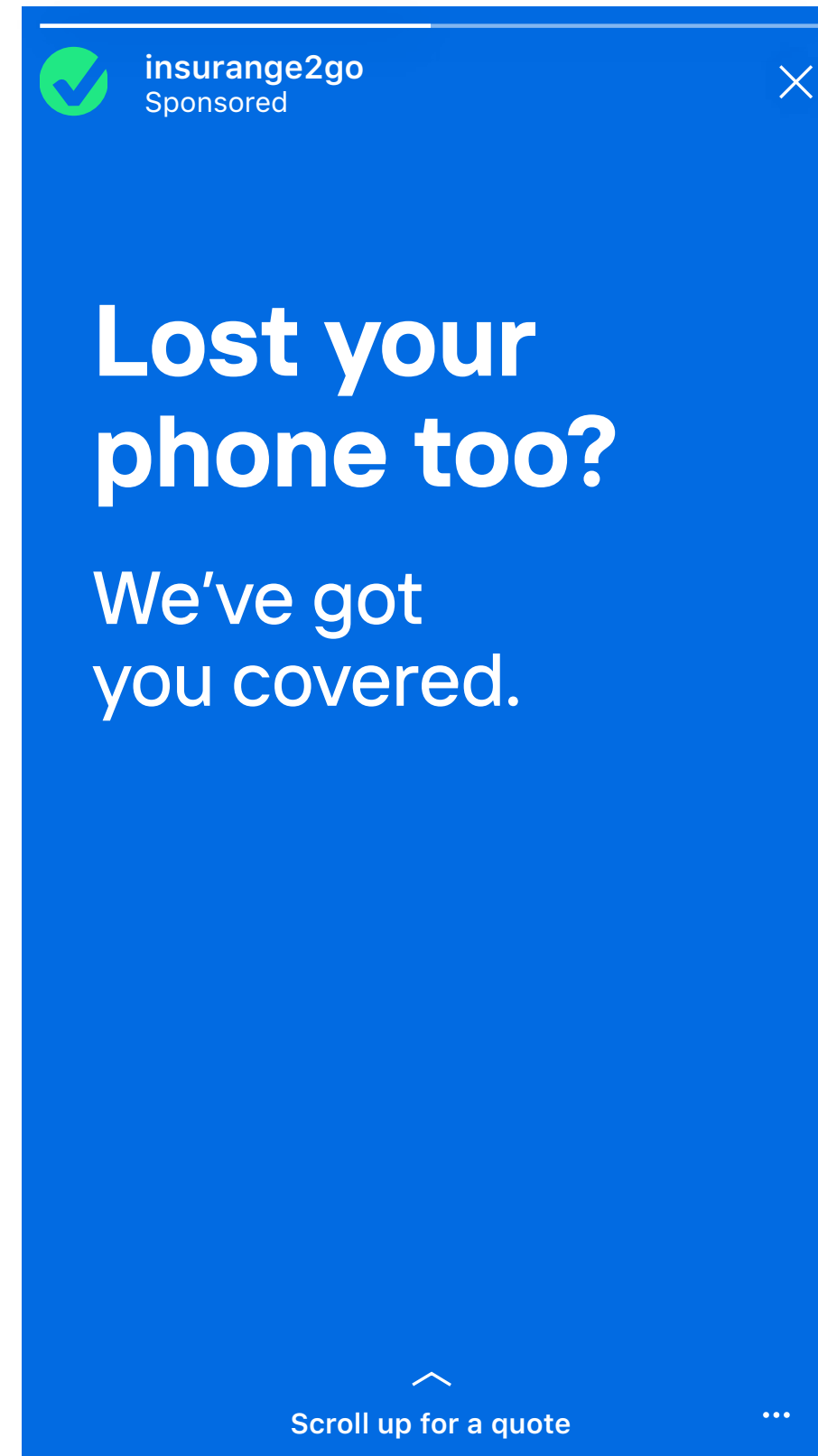
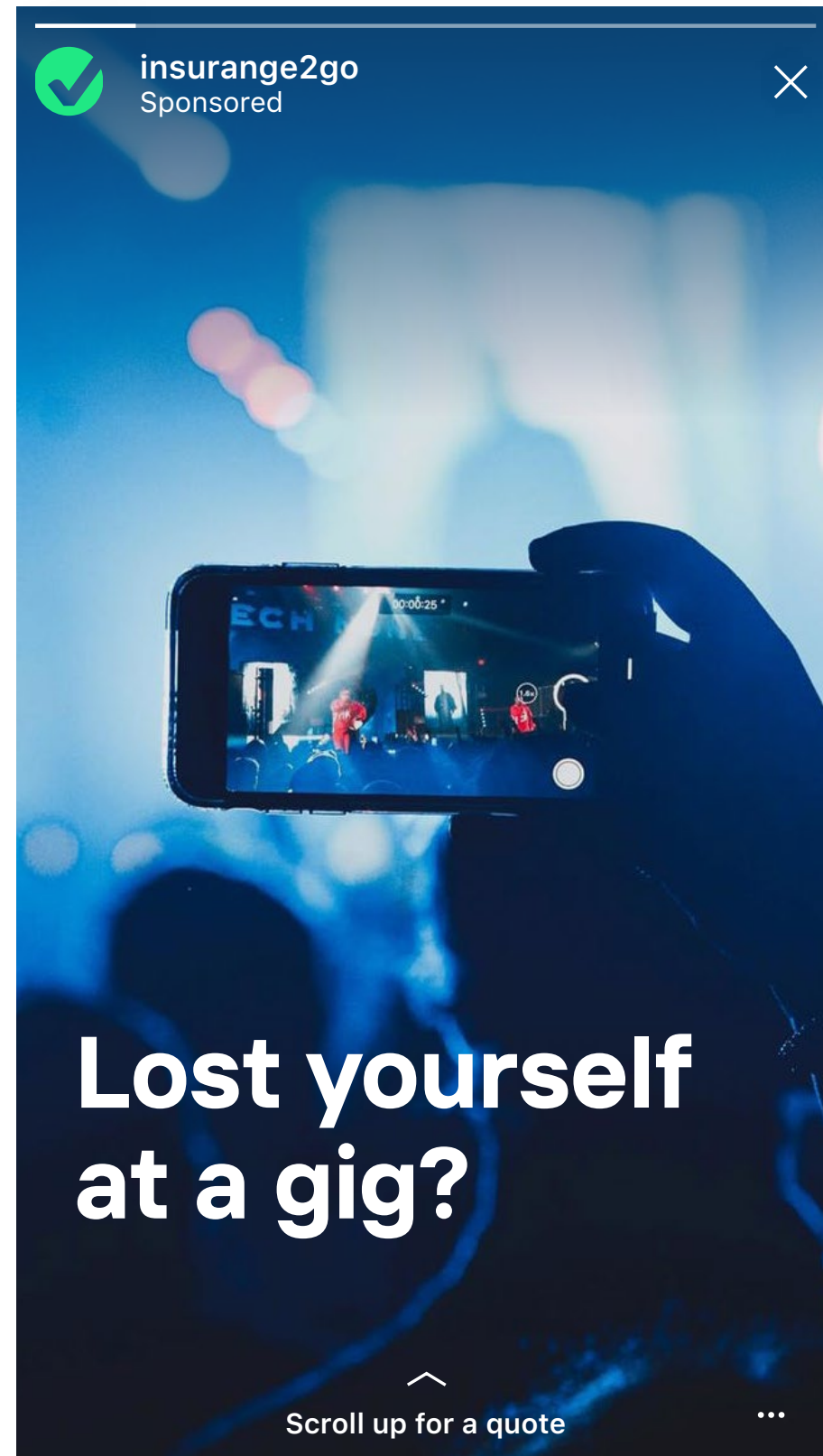
Insure your phone from £3.49 a month.  
Simply sign up, and we'll do the rest.

**Ad** Insurance2Go




# Go live life - Extended

Instagram Story




# Go live life - Extended

Facebook Paid



 **Insurance2Go**  
Sponsored




Meet up without the hang ups. Don't let small mishaps ruin your fun. Unlimited claims to repair or replace your phone, hassle-free.




**Phone Fearlessly.**


INSURANCE2GO.CO.UK  
**Insurance2Go**  
Unlimited claims from £3.49 a month [Get a quote](#)

  101 14 comments 7 shares

 Like  Comment  Share



 **Insurance2Go**  
Sponsored




Rough & tumble! Phone fumble? Don't let small mishaps ruin your fun - we've got you covered with 95% of claims approved.



**Phone Fearlessly.**

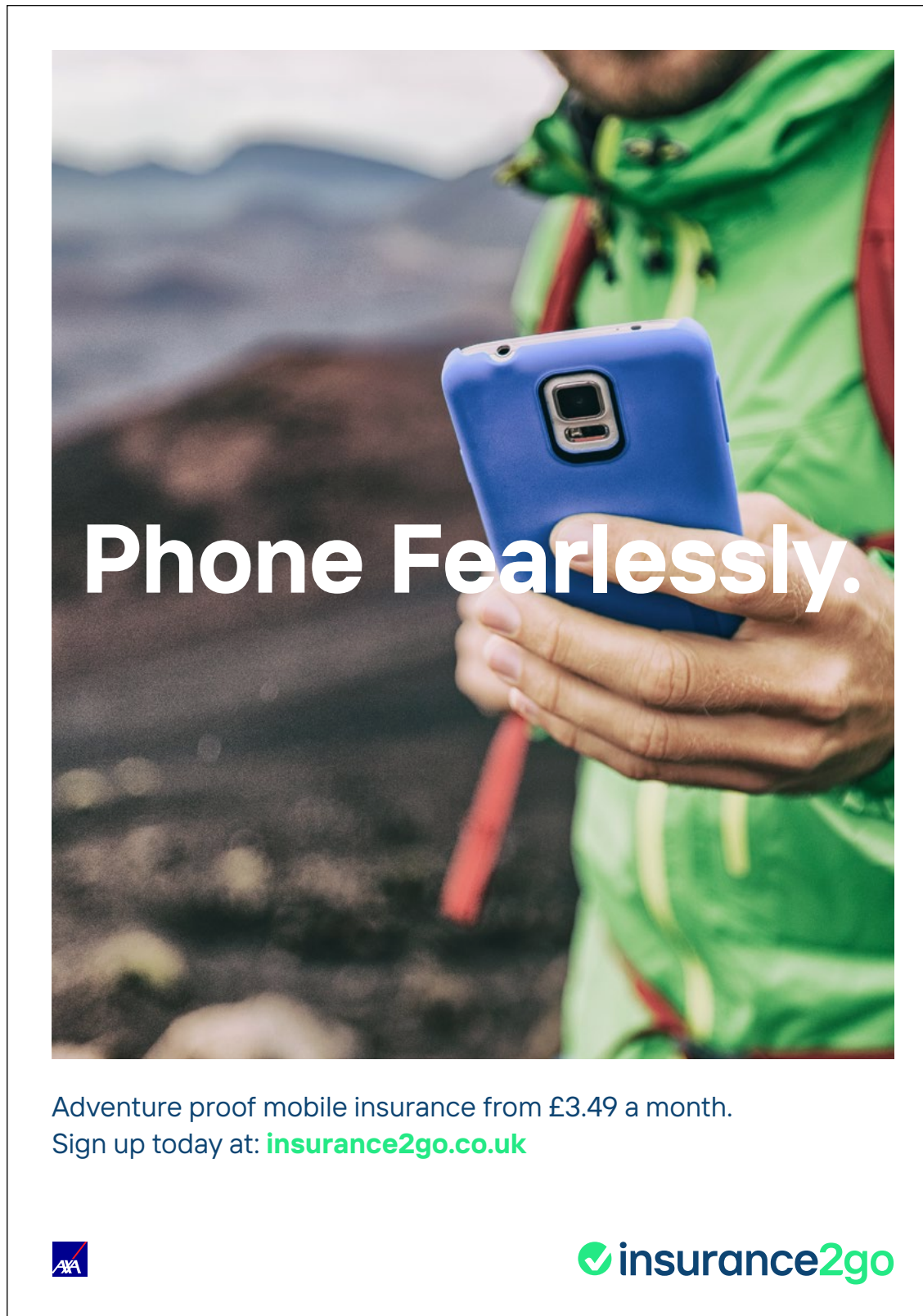
INSURANCE2GO.CO.UK  
**Insurance2Go**  
Unlimited claims from £3.49 a month [Get a quote](#)

  101 14 comments 7 shares

 Like  Comment  Share



# Go live life - Extended

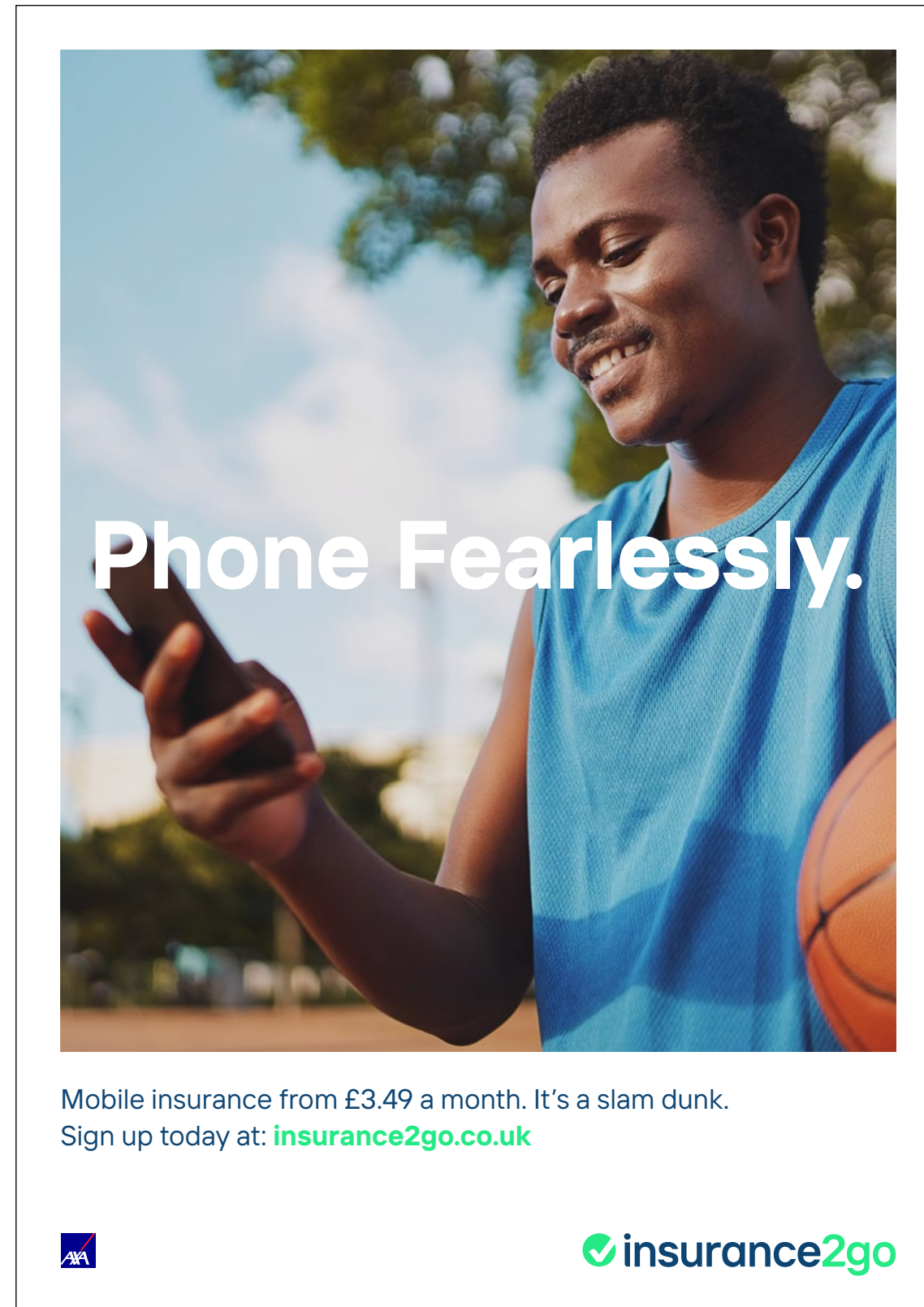
Facebook Paid



**Phone Fearlessly.**



Adventure proof mobile insurance from £3.49 a month.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)

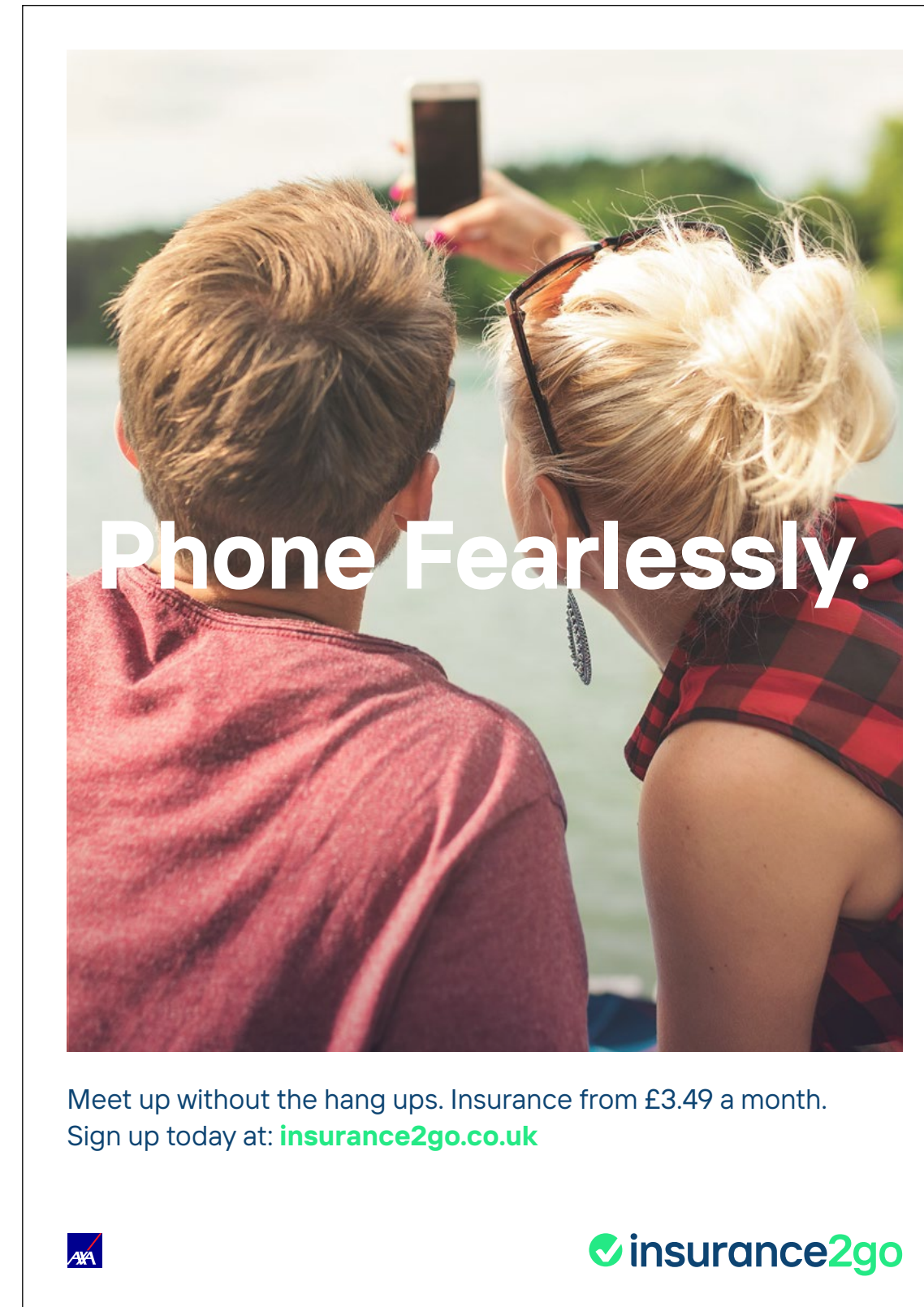
 



**Phone Fearlessly.**



Mobile insurance from £3.49 a month. It's a slam dunk.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)

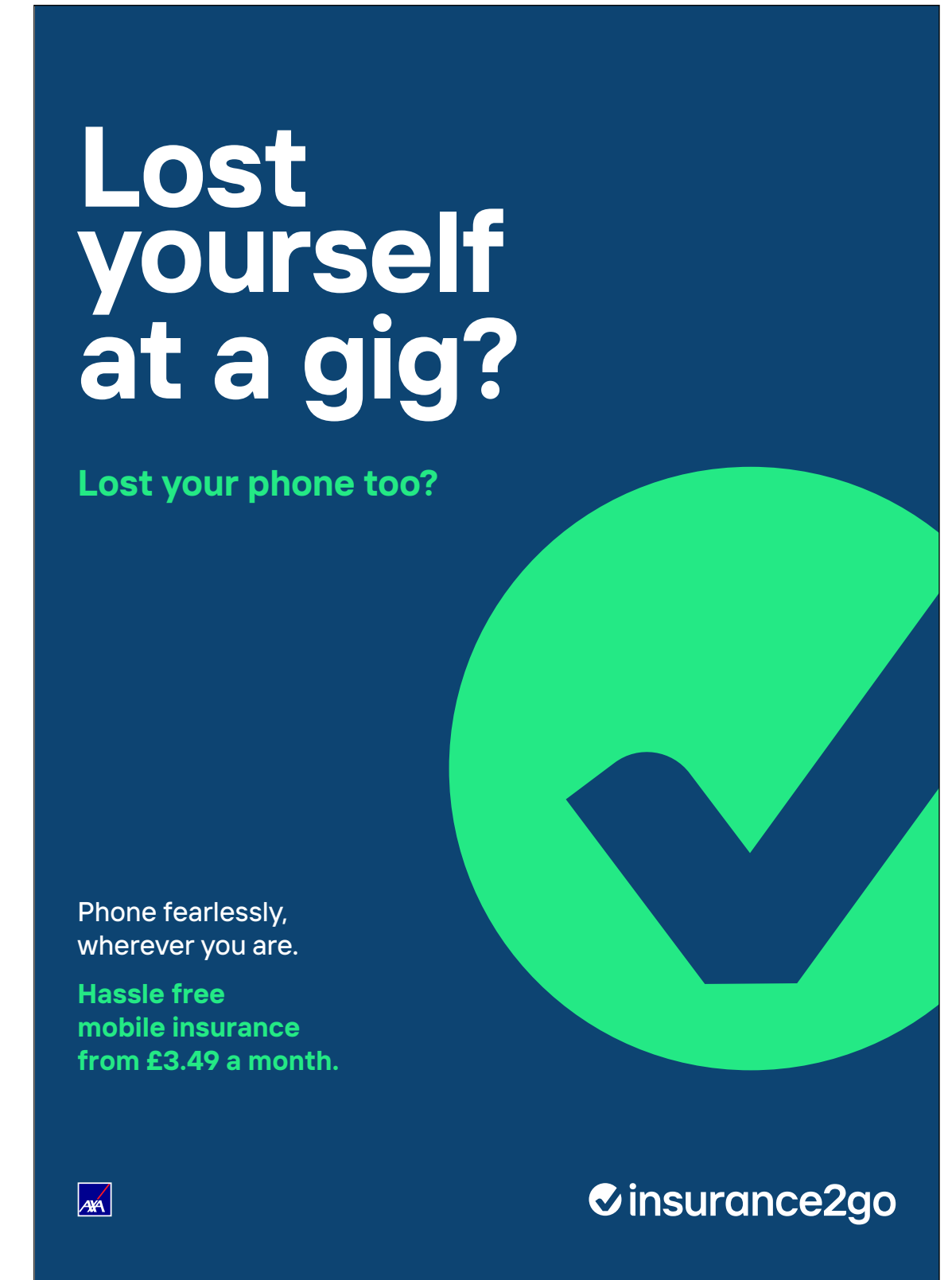
 



**Phone Fearlessly.**

Meet up without the hang ups. Insurance from £3.49 a month.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)






**Lost yourself at a gig?**

Lost your phone too?

Phone fearlessly, wherever you are.

Hassle free mobile insurance from £3.49 a month.



A photograph of a person wearing a bright green jacket, holding a blue smartphone. The background shows a rugged, mountainous landscape under a cloudy sky. The person's hands are visible, holding the phone in a way that suggests they are using it in an outdoor setting.

Phone Fearlessly.

Adventure proof mobile insurance from £3.49 a month.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)



 insurance2go

# Lost yourself at a gig?

Lost your phone too?



Phone fearlessly, wherever you are.

Hassle free mobile insurance from £3.49 a month.



insurance2go



## Phone Fearlessly.

Mobile insurance from £3.49 a month. It's a slam dunk.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)



insurance2go

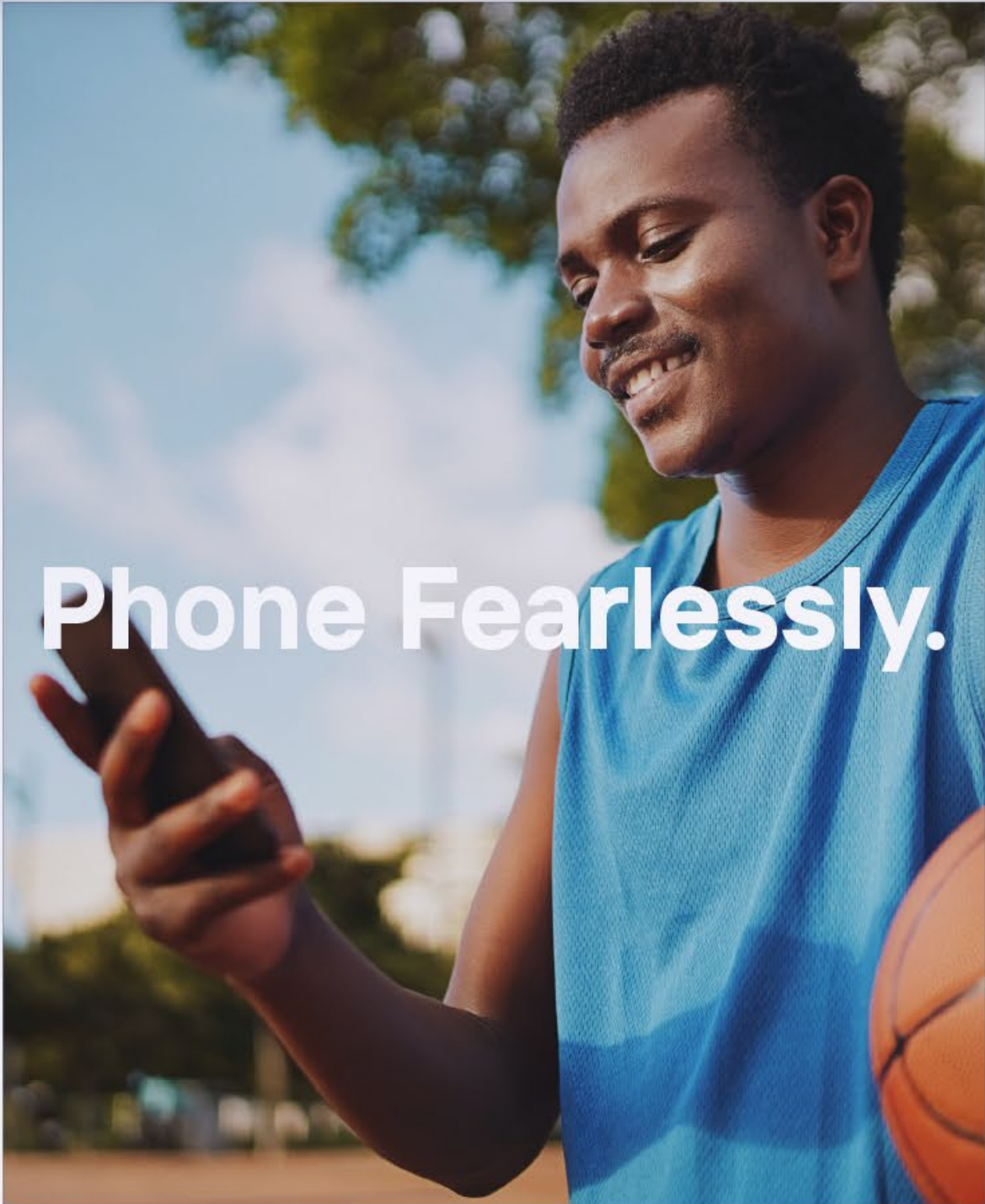


## Phone Fearlessly.

Meet up without the hang ups. Insurance from £3.49 a month.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)



insurance2go



# Phone Fearlessly.

Mobile insurance from £3.49 a month. It's a slam dunk.  
Sign up today at: [insurance2go.co.uk](https://insurance2go.co.uk)



 insurance2go






# Phone Fearlessly.

Don't let small mishaps  
ruin your fun.

**Unlimited claims**  
from £3.49 a month.

 insurance2go

**Thank You**