

# MediaCom and Direct Line out-hero with media plan for new brand campaign

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Direct Line have launched a major new campaign starring some of the world's most iconic heroes.

Moving on from their commercially successful “Fixer” campaign, starring Harvey Keitel as Winston Wolfe, Direct Line has launched a new brand campaign, “We’re On it”, featuring recognisable superheroes like RoboCop, Donatello the Teenage Mutant Ninja Turtle and Bumblebee the Transformer. Direct Line’s “We’re On it” sees the first three characters in the new brand campaign #outheroed in emergency situations by Direct Line; including a car accident and office break-in.

Wendy Moores, Head of Marketing at Direct Line, said of the campaign:

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“Our customers know that the second anything goes wrong, we will leap into action and have them covered. Our new campaign suggests that we are so good at doing this that we’re even better problem solvers than some of the world’s best and most loved heroes, to ensure we stay ahead of the insurance pack.”

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With a campaign refresh, there was a need for an innovative approach to the media plan by MediaCom. The campaign launch on Friday 6 March was a world-first ad break takeover across both TV and VOD simultaneously on ITV, Channel 4 and Sky. Each channel had a bespoke intro, followed by one 60 second and two 30 second ads running in the same TV break; the launch moment alone reached 6.5 million people. Media activity continues with it expanding into cinema, out of home, social, PR and, another media first, daily news bulletins on Bauer’s Kiss station.

The planning and buying by MediaCom support Direct Line’s evolution in which the brand breaks away from standard ad formats towards brand building 60-second cinematic films. One of our Partners, Oliver Scargill, said:

“A bold and fun new creative route required a brave, bold and brand-first media approach, something which is seldom seen from the category. The collective willingness to deliver this approach was utterly refreshing and has resulted in an exciting new direction for Direct Line.”

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Direct Line’s new campaign marks the first time ever the brand has brought all its product lines, personal and business, into a single campaign. Together with the campaign launch, Saatchi & Saatchi refreshed Direct Line’s visual identity with a modern makeover for the iconic red phone on wheels.

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