# Aviva’s thriller-style ad surprise reinvents car insurance storytelling



Aviva, in collaboration with the advertising agency Adam & Eve/DDB, has launched a new 40-second film titled "The Night Job," aimed at invigorating the often staid insurance sector. Directed by Novemba through Academy, the ad opens in a dimly lit storage facility, establishing a tense atmosphere through a dramatic orchestral score. The narrative revolves around a man dressed in black who appears to be preparing for a covert operation, packing a bag with an air of urgency.

In a sudden turn of events, the protagonist discovers his car has been damaged. He makes a phone call and departs in another vehicle to a remote countryside location, leaving his wrecked car behind. The ominous music abruptly halts upon his arrival, only to be replaced by a cheerful greeting: "Alright, Ted!" This reveals that the man meets a friend to watch a meteor shower, shifting the tone of the ad from suspense to camaraderie. A voiceover then states, “With Aviva car insurance, if your car isn’t drivable after an accident, we’ll still get you to your destination.”

The ad has been noted for its unexpected twist, creating a memorable moment within the insurance advertising landscape. While it is perhaps unwise to directly compare a 40-second advertisement to cinematic masterpieces such as "Shutter Island" or "The Sixth Sense," the execution is marked by an effective deployment of cinematic tropes that elevate the narrative. The creative team at Adam & Eve/DDB previously demonstrated a similar ability to surprise audiences in their Twix advertisement, reinforcing the brand's identity through clever storytelling.

The visual representation in "The Night Job" shows a distinct commitment to the thriller genre, with a meticulous attention to low lighting, enhancing the overall atmosphere. Unlike many commercials in the insurance category, which often focus heavily on visual assets and personnel, this advertisement's decision to minimise such elements has been praised. Previous ads for Aviva prominently featured the company's services, while "The Night Job" redirects focus towards storytelling.

However, some analysts may critique the complexity of the concept. The juxtaposition of a potentially nefarious act with the benign activity of stargazing might confuse viewers. Furthermore, while the narrative of the brand addressing the protagonist's predicament lacks a certain ambition, it successfully ties Aviva’s service to the ad's core message.

In conclusion, the launch of "The Night Job" sees Aviva attempting to transcend norms within its category. The ad has been well received for its creativity and execution, managing to stand out in a crowded marketplace, although it stops short of receiving unanimous acclaim from industry experts. The initiative reflects a broader trend within the advertising world, where memorable narratives are used to redefine brand identity and consumer engagement.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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