# Confused.com inflates insurance relief with playful new 'Just used' campaign



Confused.com has unveiled the second chapter of its “Just used Confused.com” platform, a creative initiative aimed at capturing the emotional relief that comes with simplifying the often-overwhelming process of buying insurance. This latest campaign, created by Leo Burnett, features a 30-second film titled “Wife” and showcases the whimsical transformation of a character, Helen, who, following a significant saving on her insurance, becomes an inflatable, helium-filled version of herself, symbolising liberation from financial stress.

As Helen rises to the ceiling in a moment of bliss, the narrative takes a humorous turn when her partner’s unsolicited remarks snap her back to reality, resulting in a burst of her inflatable body. This moment is underscored by a cheeky rejection of the partner's suggestion to connect with their mother, encapsulating the playful yet relatable nature of the campaign. Jeff Low, director at Biscuit Filmworks, expressed his enthusiasm for the project, stating, “Most ads are dreadful. I think these are not,” highlighting the creative team's commitment to producing memorable content.

The broader campaign aims to pivot away from the more abstract cultural themes of previous efforts in favour of showcasing everyday scenarios that resonate with consumers. This strategic shift follows in-depth customer research undertaken before and during the pandemic, aiming to brighten the spirits of consumers as life begins to normalise post-lockdown. Maria Howell-Jones, head of advertising and social media at Confused.com, noted that this new direction allows the brand to build on a distinctive creative territory established in earlier campaigns, aiming for a tone that is “light, clear and memorable.”

Following the release of “Wife,” two additional 30-second films titled “Dad” and “Neighbour” are set to follow later this month, continuing the narrative of liberation from insurance-related anxiety. The campaign will engage audiences through various channels, including TV, cinema, radio, and social media, ensuring widespread accessibility and visibility.

Mark Elwood, chief creative officer at Leo Burnett UK, articulated the essence of the campaign, saying, “We’ve bottled that feeling, inflated it, and floated it through a few awkward life moments.” This playful ethos underlines the campaign's aim to transform the mundane process of sorting insurance into a source of joy and relief.

This fresh approach to advertising marks a pivotal moment for Confused.com, especially as it transitions its creative account to Leo Burnett UK from Accenture Song. The campaign not only embraces a light-hearted storytelling method but also aligns itself with a larger cultural moment, where consumers seek connection through shared and relatable experiences. With the integration of various media platforms and the recurring motif of Roger Whittaker’s cheerful whistle, the campaign promises to resonate and entertain across diverse audiences over its year-long run.

In essence, the “Just used Confused.com” initiative serves as an innovative response to consumer needs, blending creativity with strategy to reinvent the perception of insurance shopping and, ultimately, enhance brand engagement.

### Reference Map

1. Paragraphs 1, 4, 6
2. Paragraph 2
3. Paragraph 3
4. Paragraph 5
5. Paragraphs 1, 4
6. Paragraphs 1, 4
7. Paragraph 5

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

## Bibliography

1. <https://www.campaignlive.co.uk/article/confusedcom-spot-turns-people-helium-filled-inflatables/1917529> - Please view link - unable to able to access data
2. <https://www.marketingweek.com/confusedcom-everyday-life-relatable-campaign/> - Confused.com has shifted its advertising focus from broad cultural topics to everyday confusions, aiming to cheer consumers after lockdown. The new campaign, developed by Karmarama, features relatable scenarios like navigating crowded streets, and will run across TV, radio, outdoor, press, and digital platforms. This approach follows extensive customer research conducted before and during the lockdown, reflecting a more relatable and everyday focus in their advertising strategy.
3. <https://creative.salon/articles/work/leo-burnett-just-used-confused-com> - Confused.com, in partnership with Leo Burnett UK, has launched the 'Just Used Confused.com' campaign to alleviate the stress of insurance shopping. The campaign features a 60-second film titled 'Whistle,' depicting diverse individuals whistling Roger Whittaker’s 'Finnish Whistler' after easily purchasing insurance. The initiative includes additional 20-second videos and radio spots, supported by social media activations targeting younger audiences. This marks Leo Burnett UK's first work with Confused.com since their appointment in October 2023.
4. <https://lbbonline.com/news/revel-in-the-relief-of-tackling-insurance-in-confusedcom-campaign> - Leo Burnett UK has launched its first campaign for Confused.com, bringing to life the joyous sense of relief when tackling insurance. The campaign features a 60-second film titled 'Whistle,' depicting insurance shoppers from all walks of life pursing their lips and effortlessly whistling the joyful tune of Roger Whittaker’s 'Finnish Whistler' after quickly and easily buying their insurance. The campaign will be supported by two additional 20-second AV executions, 'Wedding' and 'Lift,' and two 30-second radio spots, specifically focused on Confused.com’s car and travel insurance offerings.
5. <https://www.moreaboutadvertising.com/2024/05/leo-burnett-debuts-with-retro-effort-for-confused-com/> - Confused.com has partnered with Leo Burnett UK for a new campaign titled 'Just Used Confused,' featuring individuals whistling cheerfully after using the service. The campaign aims to highlight the ease of finding insurance through Confused.com, with a retro-inspired approach. The initiative includes a 60-second spot and additional executions, marking Leo Burnett UK's first work with Confused.com since securing the account in October 2023.
6. <https://leoburnett.co.uk/just-used-confused-com/> - Leo Burnett UK has launched the 'Just Used Confused.com' campaign, featuring a film that acts as an antidote to the joylessness of sorting out insurance. The campaign includes a TikTok and Instagram filter allowing customers to put on their best whistling face, celebrating the relief and joy of finding insurance through Confused.com.
7. <https://www.famouscampaigns.com/2024/05/confused-com-launch-whistle-worthy-campaign-to-celebrate-insurance-relief/> - Leo Burnett UK’s first campaign with Confused.com brings to life the joyous sense of relief when tackling insurance. The campaign features a 60-second film titled 'Whistle,' depicting individuals from various walks of life whistling cheerfully after using Confused.com to find insurance. The initiative includes additional executions and social media activations, celebrating the joy of finding insurance hassle-free with a catchy whistle tune.