



HOME INSURANCE
Guarantees to protect your property

three words

to help women escape

AXA, THE LEADING INSURANCE COMPANY IN FRANCE, CHANGED ITS HOME INSURANCE POLICIES TO PROVIDE EMERGENCY RELOCATION IN THE EVENT OF FIRE, FLOOD, AND DOMESTIC VIOLENCE.

1.1 The context

In France, every 3 days, a woman dies at the hand of her partner. And 89% of femicides take place within the supposed safety of their own homes, making home the most dangerous place for women around the world.

As the leading insurance company in France, AXA wants to offer its know how in terms of emergency relocation to victims of domestic violence.

1.2 The idea

By adding just three words “and domestic violence” to its home insurance policy, AXA officially recognizes domestic violence as a covered risk. This change grants victims the same emergency relocation rights as any other insured disaster. Automatically included in all AXA home insurance contracts, at no additional cost, and with retroactive effect.

2.5M home insurance contracts updated all over France

Le Parisien



inter

LE FIGARO



france•3

Capital



118 media stories



femina

LE DAUPHINÉ



franceinfo: ELLE

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STRATÉGIES

727 people helped in the first 6 months

+9% uplift in new contracts

2nd 1st

Brand Consideration