

Versicherung09 – How to create an insurance product for football fans

FIRST INSURANCE PRODUCT TAILORED SPECIFICALLY TO FOOTBALL FANS

Every year, football fans eagerly await the beginning of their league's season so that they can start cheering again for their favourite team. But, what if, on top of enjoying exciting games, fans could also benefit each time their team scores a goal? This becomes reality.

Together with SIGNAL IDUNA – a leading insurance brand in Germany, we created Versicherung09, a one-of-a-kind insurance product for fans of Borussia Dortmund (BVB) – one of the most successful and popular German football clubs.

COMBINATION OF HOUSEHOLD AND PRIVATE LIABILITY INSURANCE

Versicherung09 is not only tailored to the needs of BVB fans, but it is in reality a multi-line product combining a home content insurance with a private liability. In other words, Versicherung09 has BVB fans covered for the important risks.

Additionally, Versicherung09 offers extras that have never been part of insurance solutions before. For one, Versicherung09 insured fans benefit from additional coverage so that fan shirts and other fan goods are covered even in the heat of a last-minute goal celebration in the stadium.

Yet Versicherung09 offers additional benefits. Firstly, if they don't report claims for a given time, their premium is reduced for up to two months. Secondly, every BVB goal earns them nine cents – a small hint to 1909, when the club was founded. In addition, if BVB wraps up the season as third-best or better, ELEMENT will even round up the cash-back benefit to EUR 9.09.

EXCLUSIVE FAN GADGETS SUCH AS CASH-BACK FOR GOALS

Versicherung09 of course provides fans with a premium cover that suits their needs. That's probably one of the reasons why Focus Money, one of Germany's leading finance magazines, featured Versicherung09 as their 'Product of the Month' in May 2018.

Versicherung09 shows that today's insurance can be tailored, innovative, and fully digital. These products can provide excellent levels of coverage, while also offering an emotional connection to the customer.

FAN GADGETS

- Reward for fixing claims yourself
- Pay-out to compensate missed games due to broken car or TV
- Fan gear insurance

We liked the innovative approach – and the possibility that our fans could benefit from our success.

Carsten Cramer

Managing Director Sales, Marketing & Digitization at Borussia Dortmund

Versicherung09®
Sicherheit in Schwarzgelb.

WHY ELEMENT

fully **digital insurance product** for the needs of today's customer

custom **creation in-house**, incl. actuary process

combination of **premium cover with additional benefits**, important to the customer

product delivery and market introduction **within a few weeks**, thanks to the **modular, state-of-the-art insurance platform** of ELEMENT

an **unprecedented, innovative and emotional insurance product**, tailored to the football fans of BVB