



## ZURICH INSURANCE CLIENT: PSI ADVERTISING LTD

In November 2008, Blackjack embarked on a pan-European 2-month trial for Zurich Insurance in Heathrow's Terminal One & Frankfurt Airport. A bespoke interactive stand co-designed and built by Blackjack for each location was manned for 17hrs a day by a core team of highly trained brand ambassadors.

The stand offers passengers a unique HelpPoint and concierge experience with services including internet access, charging facilities, printing, shoe cleaning, general customer service and information assistance – all free of charge. In addition, passengers are offered branded gifts such as mints and lip balm to make their journey through the airport more enjoyable.

The brand is inextricably linked with superb customer service and helpful friendly staff and to date, the campaign has been a resounding success with comments from customers including:

“Thank you! Excellent service, badly needed in Heathrow and very welcome. Excellent services on offer and very helpful staff.”

“One word.....stunned.”

“Life saver! Was able to send urgent emails. Excellent service with delightful helpers. Keep it going!”

Due to the overwhelming success of the trial, the project has been extended to the end of February 2009 in both markets, with a view to expanding it out across Europe on a long term basis.