

## UK brochure copywriting for NewWorld Insurance from Commonwealth Bank of Australia

As part of the NewWorld mortgage launch in the UK, agency Clarke Hooper Momentum briefed me to look at copywriting and development for the CBA's associated financial products. In this piece for property and mortgage insurances, both the mandatory and optional cover available is presented in a calm, level-headed conversational copy style – carefully aligned to the brand's Australian origins. Ian Castle, Freelance Copywriter. Design and production: Clarke Hooper Momentum.

*Example extract: Insurance*

**Don't worry. We're looking out for you.**

### **Protecting your assets.**

Your property is probably your most important financial asset. In the case of your home, it's the place you live, maybe even work too. It's where you'll want to secure and enjoy your belongings. If you're letting a property out, it's an important investment. You'll want to protect it properly.

As a condition of your NewWorld mortgage, you must arrange adequate Buildings Insurance - to safeguard your property against unforeseen damage or catastrophe. We offer highly competitive cover ourselves, or you can use another insurer. If you arrange Buildings insurance with us, we also offer comprehensive Contents cover as an extra option - to safeguard your possessions and valuables against accidental damage or theft.

### **Insuring your mortgage repayments**

Clearly, your NewWorld mortgage is a long-term financial commitment. You'll need to make regular repayments. But how would you manage if you weren't able to work because of an accident, illness or unemployment?

NewWorld Mortgage Payment Protection provides financial help to make your regular payments if you ever find yourself in this worrying position.

For Sale. Persuasion.™



Insuring your property and your mortgage payments. NewWorld Insurance.



A mortgage is a long term financial commitment. How would you manage if you couldn't work because of an accident, illness or involuntary unemployment?



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