

Helia wins a 2025 Brandie Award for Best Brand Campaign: Insurance category

Helia has been named the winner of a 2025 Brandie Award (Best Brand Campaign) for our recent 'Lets Me In' campaign. The campaign set out to reposition Lenders Mortgage Insurance (LMI) in the hearts and minds of mortgage brokers by placing them at the centre of the story. Through authentic storytelling featuring real brokers and their success stories, LMI was reframed as a powerful first-choice conversation, showcasing moments where it quite literally let their clients into the property market. Presented by IntelligenceBank, the Brandie Awards celebrate brilliant brand work from across the globe.

Well known as a platform that helps marketers deliver brand and legal approved content, IntelligenceBank judged Helia as having produced the top campaign in the Insurance Industry category. "Entries were many and highly competitive," said IntelligenceBank CMO William Tyree. "Ultimately, Helia's 'Lets Me In' video stood out because it achieved its intended results – shifting mindsets and sparking industry-wide conversations" he continued.

Helia's purpose is to accelerate financial wellbeing through home ownership, and with brokers influencing >75% of home loans, they became an integral focal point of the campaign. The 'Lets Me In' initiative addressed three core challenges head-on through three key strategies:

1. **Reframing the acronym** – transforming LMI into an aspirational promise: Lets Me In
2. **Empowering brokers** – delivering resources, tools and education to enable brokers to introduce LMI earlier in the home buying journey
3. **Human proof points** – showcasing authentic stories from real mortgage brokers and their clients, demonstrating how a low deposit/5% deposit can break rental cycles and kickstart home ownership.

This approach anchored the campaign in lived experiences, making the message more relatable, trusted and memorable.

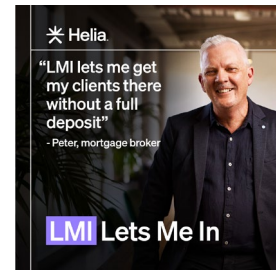
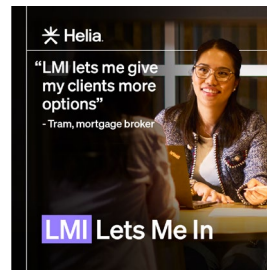
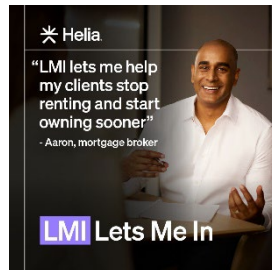
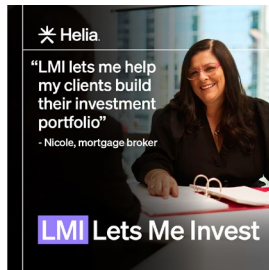
Overall, the campaign achieved above-benchmark engagement in trade media and drove a surge in Google Search click-through rates as brokers actively sought more information about LMI.

'By shifting the conversation from product specifications to real human outcomes, it provides mortgage brokers with the tools, stories and confidence to have these conversations sooner, we've shown that LMI can be the key that opens the door, not the hurdle that holds people back. I am incredibly proud of our team for creating a campaign that resonates deeply with both brokers and home buyers, and for helping more Australians start their home ownership journey sooner,' said Dimi Bartolillo, Helia's Head of Marketing and Brand.

For more information about Helia and our award-winning campaign, please get in touch with our Head of Marketing and Brand, Dimi Bartolillo: dimi.bartolillo@helia.com.au.

You can read the full IntelligenceBank Brandie Award announcement <https://intelligencebank.com/best-brand-campaign-winners-2025/>

News announcement



About Helia

Helia Group Limited (Helia) is the leading provider of LMI in Australia. The Helia Group has been part of the Australian residential mortgage lending market for almost 60 years (since the Housing Loans Insurance Corporation was founded by the Australian Government in 1965 to provide LMI in Australia).

About IntelligenceBank

IntelligenceBank is the leading digital asset management, brand portal and marketing operations platform. Loved by customers in 55 countries, IntelligenceBank employs AI and automation to ensure brands reach the market quickly, maintain brand consistency and adhere to regulatory compliance. Enterprise customers include Hyatt, Hertz, Baptist Health and KFC, with offices located in the United States, Canada and Australia.