



Helia wins a 2024 Brandie Award for Best Brand Campaign: Insurance category

Helia has been named the winner of a 2024 Brandie Award (Best Brand Campaign) for our recent 'Better, Sooner, Brighter' campaign. The video campaign helps clarify common misconceptions about Lenders Mortgage Insurance (LMI), shifting the home buyer mindset from perceiving LMI as an extra cost to recognising LMI as a valuable pathway to home ownership. The Brandie Awards, presented by IntelligenceBank, are a celebration of brilliant brand work from around the globe.

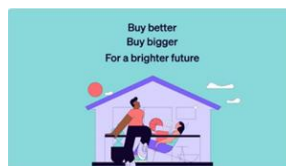
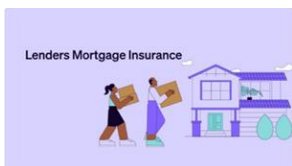
Well known as a platform that helps marketers deliver brand and legal approved content, IntelligenceBank judged Helia as having produced the top campaign in the Insurance Industry category. "Entries were many and highly competitive," said IntelligenceBank CMO William Tyree. Ultimately, Helia's 'Better, Sooner, Brighter' video was awarded the prize as it achieved its intended results" he continued.

Helia exists to accelerate financial wellbeing through home ownership, and helping home buyers understand their options is key to this mission. The campaign set out to do exactly that, showcasing how two couples with the same deposit, seeking homes in the same area could have two very different outcomes with the power of LMI. The overwhelmingly positive response to the campaign signals that this message is powerfully resonating with our audience.

"I couldn't be prouder of our team's creativity, dedication and hard work through the campaign. This recognition is a testament to our ongoing commitment to helping Australians realise their dream of home ownership 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 [here](#).



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.