



Youi Insurance release hilariously outlandish new web series 'Who's in the Car?'

First episode starring the Burgess brothers

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"How important is it to have a neck as wide as your face?" asks Katie Burch in Youi's daringly funny interview with the Burgess brothers.

Content agency Emotive, working with YouTube, today launched a new branded web series entitled 'Who's in the Car?' for Youi Insurance.

Hosted by stand-up comedian Katie Burch, whose career has grown rapidly since she was national runner-up in JJJ RAW 2014, the web series features Katie picking up a celebrity guest and getting to know them better by asking 'tough' questions in her car. The result is a comedic, surprising and extremely entertaining interview series.

The first video of the series features NRL legends Sam Burgess and his twin brothers Tom and George. Squeezed into Katie's tiny car, the three lads find themselves answering the questions that other interviewers dare not ask. "Sam, I heard you tried to get into rugby union but you weren't good enough. You sucked, they dropped you and they won like eighteen games. Is that right?", says Katie.

The video series will roll out monthly, with episode two featuring Osher Günsberg and episode three starring The Veronicas. All episodes will be available via [Youi's YouTube channel](#).



"I can't understand you, it sounds like you have a groin injury" – Katie Burch

Simon Joyce, CEO, Emotive, said "Working in partnership with Youi and YouTube, we developed an always-on content solution that perfectly complements Youi's more rational product advertising. The objective was to create entertaining content that the target audience chooses to consume, whilst deeply aligning with the brand. In this case we were able to dramatise Youi's key strength of knowing their customers better in order to save on insurance premiums, resulting in three hilarious and unexpected interviews."



Hugo Schreuder, Group CMO at Youi Insurance commented *“This initiative is our first foray into content marketing. We want to entertain and emotionally connect with our core audience using a different approach. By juxtaposing Katie’s kinetic energy with awkward and fun interview questions, we have developed an entertaining video format with a narrative that reinforces our core brand proposition.”*

This always-on content marketing program also represents the launch of a strategic collaboration between Google and Emotive. Too many branded video pieces never find an audience to justify investment, nor are they accompanied with a genuine content strategy that truly aligns with brand and campaign marketing initiatives, so the two specialists have joined forces to help brands become more effective end-to-end video content publishers.

Lisa Bora from Google Australia said this combined approach with Youi and Emotive builds on audience insights and ensures the development of content that viewers want to engage with. *“Content partnerships done well capture audience attention and encourage viewers to build an ongoing relationship with the brand,”* Ms Bora said.

Watch the content here:

[Episode 1: Who’s in the Car? with The Burgess Brothers](#)

[Burgess Brothers social short](#)

[Extras: Burgess Brothers Vs Ref](#)

-ENDS-

For more information, please visit: www.youi.com.au/whos-in-the-car

Youi’s social platforms: [YouTube](#) / [Facebook](#) / [Instagram](#) / [Twitter](#)

Video Credits:

Youi Insurance: Hugo Schreuder, Bryan Cawood, Fabrizia Roberto

Creative, Production & Amplification: Emotive

Creative Directors: Mark Harris & Andrew Cameron

Director: Christopher Leben

Senior Producers: Cara Logue & Justine Moyle

DOP: Dan Hartley-Allen

Editors: Uthayan Selvaraj & Sam Gadsden

For any questions or interviews, please contact:

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ABOUT EMOTIVE

Emotive is a specialist social video content marketing agency that brings a new model to the content marketing landscape. Helping marketers inject emotion into content creation, Emotive specialises in the creation of social video content and events in entertainment culture. Uniquely, Emotive is able to offer its clients a ‘right audience’ guarantee by pinpointing the ideal consumer for the content, wherever they may be. Check out Emotive’s recent work [HERE](#).

ABOUT YOUI

Youi is one of the fastest growing general insurance companies in Australia. They believe in a smarter, more engaged approach to insurance where they get to know their customers better. This allows them to tailor-make premiums around customer needs, which could save them lots. Youi’s current products include Vehicle (Car, Motorcycle, Caravan and Trailer), Home (Buildings and Contents), Watercraft and Business Liability.