

FRANK.NET's stance that "death doesn't have to try very hard" proves to be a winner

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The Loeries Awards released their official rankings for 2013 at the end of November. Among the top 10 brands ranked, there were only two financial services providers. FRANK.NET proudly boasts as the third most awarded brand overall with a Loerie Grand Prix in the radio category.



FRANK.NET, a direct life insurer who entered the financial services industry about three years ago and took the market by storm with its direct and straightforward approach, has established itself as a brand to be reckoned with.

In collaboration with FoxP2, the FRANK.NET brand has gone from strength to strength marketing and selling its products in a competitive and cutting-edge market. The direct long-term insurance industry is based on the growing demand of customers preferring to use technology and social media to gain product information and make informed decisions when investing in their own and their families' financial future. FRANK.NET offers insurance products such as [Life Cover](#), [Serious Illness Cover](#) and [Salary Protection](#) that are designed with their customers' needs in mind, providing cover for life-changing events.

People often tend to "beat around the bush" when it comes to death. Death is a natural course of life and FRANK.NET treats it as such. In the words of John Maxwell, CEO of FRANK.NET: "The absolute finality of death is difficult to accept. Talking honestly about death is really tricky. Being humourous about death borders on distasteful and yet, the FRANK tone allows us to engage this taboo subject directly with consumers and cut through the emotional blackmail clutter."

FRANK's radio advertisement stating that death doesn't have to try very hard hit home. FoxP2 successfully addressed the subject of death as a reality in a candid yet witty way.

Fortunately, with its easy-to understand and [easy-to-buy life insurance products](#), FRANK's customers don't have to try very hard to get customised long-term cover.

FRANK.NET is a long-term insurer with a straightforward approach to selling direct life investment products and is backed by Munich Re, one of the world's leading reinsurers. For more information on [FRANK.NET life insurance](#), visit www.frank.net or call 0860 722 227.