

Press release, February 27th 2017

NN Group celebrates individuality

'It's different when it's yours' is the new campaign by NN Group, celebrating the uniqueness of its individual customers. It focuses on those moments in life we all experience, yet we all experience it differently. So even though NN is proud to help millions of families, homes and businesses every day, it knows that the family, home or business of each individual customer will matter most to him or her.

This latest film encapsulates NN's purpose, what it stands for and what it believes in. The film is created by Amsterdam-based agency Khanna \ Reidinga and helmed by production company CZAR Amsterdam.

This film is a true celebration of individuality, which connects us all.

"We're all the same, but we're all different. We all experience the same things, just in different ways. That's essentially the truth explored in this campaign - the universality yet uniqueness of the human experience is a rich territory to explore." – Hesling Reidinga, Executive Creative Director, Khanna\Reidinga

"Our company's purpose is to help people secure their financial futures. In our campaigns we want to inspire people to take care of what matters most to them. Our new campaign 'It's different when it's yours' focuses on those moments in life we all experience, yet we all experience them differently. Thousands of companies are started every day, but that doesn't mean the way you run yours is less special. Children are born every day, but the day yours is born is the greatest day of your life. So even though NN is proud to help millions of families, homes and businesses every day, we know that the family, home or business that matters most, will be their own." – Remco Barbier, Head of Branding at NN Group

Links to film

Link to download: <https://we.tl/knNg37EUdE>

Direct viewing: <https://vimeo.com/204003555>

Credits

Client: NN

Title: It's different when it's yours

Responsible at NN: Frank Lina, Remko Barbier

Agency: Khanna\Reidinga

Production company: CZAR Amsterdam

Director: Billy Pols

DOP: Franz Lustig

Executive producer: Willem Bos

Producer: Robert Nan

Production manager: Frank Coenen

1st AD: Boris Apituley

Composer: Erik Jan Grob

Sound design: Jurriaan Balhuizen (Good Sounds)
Offline editor: Govert Janse
Post-production & online: Captcha

About Khanna\Reidinga

Khanna\Reidinga is an independent, internationally orientated creative agency that believes in the power of insight-driven creativity to unlock business potential for brands.

We apply *creative value* to the challenges that our clients face today. And that means blurring the lines between advertising, digital, design and PR - applying whatever practice is required to achieve the desired result.

We currently work with NN Group, VW Group, MOIA, Vodafone, Diageo, Friesland Campina, McGregor Fashion, TomTom, Hi-Tec, Drukwerkdeal, Yays Hotel Group and Magnum Boots.

Contact: Rikki@khannareidinga.com

About CZAR Amsterdam

CZAR Amsterdam is an award-winning Amsterdam based production company creating story-driven moving content. We represent a roster of very nice and super talented directors – the young and curious and the established and seasoned. CZAR Amsterdam was founded in 1990 and currently holds several offices across Europe.

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