

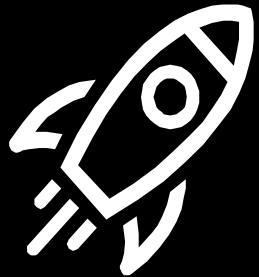
MOJA

**A digital brand,
created in-house**

Shih Hoon YONG (Insight Manager, AXA)

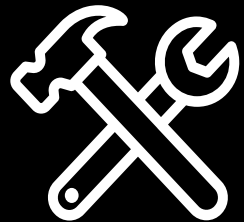
Aislinn HANNA (Research Director, Walnut)





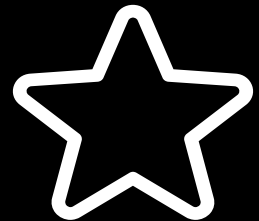
September 2022

first-ever, digital insurance brand developed entirely in-house



8 months

From idea → concept → launch



> 30,000 customers | Trustpilot 4.4 (Excellent)

Revenue 20% ahead of target

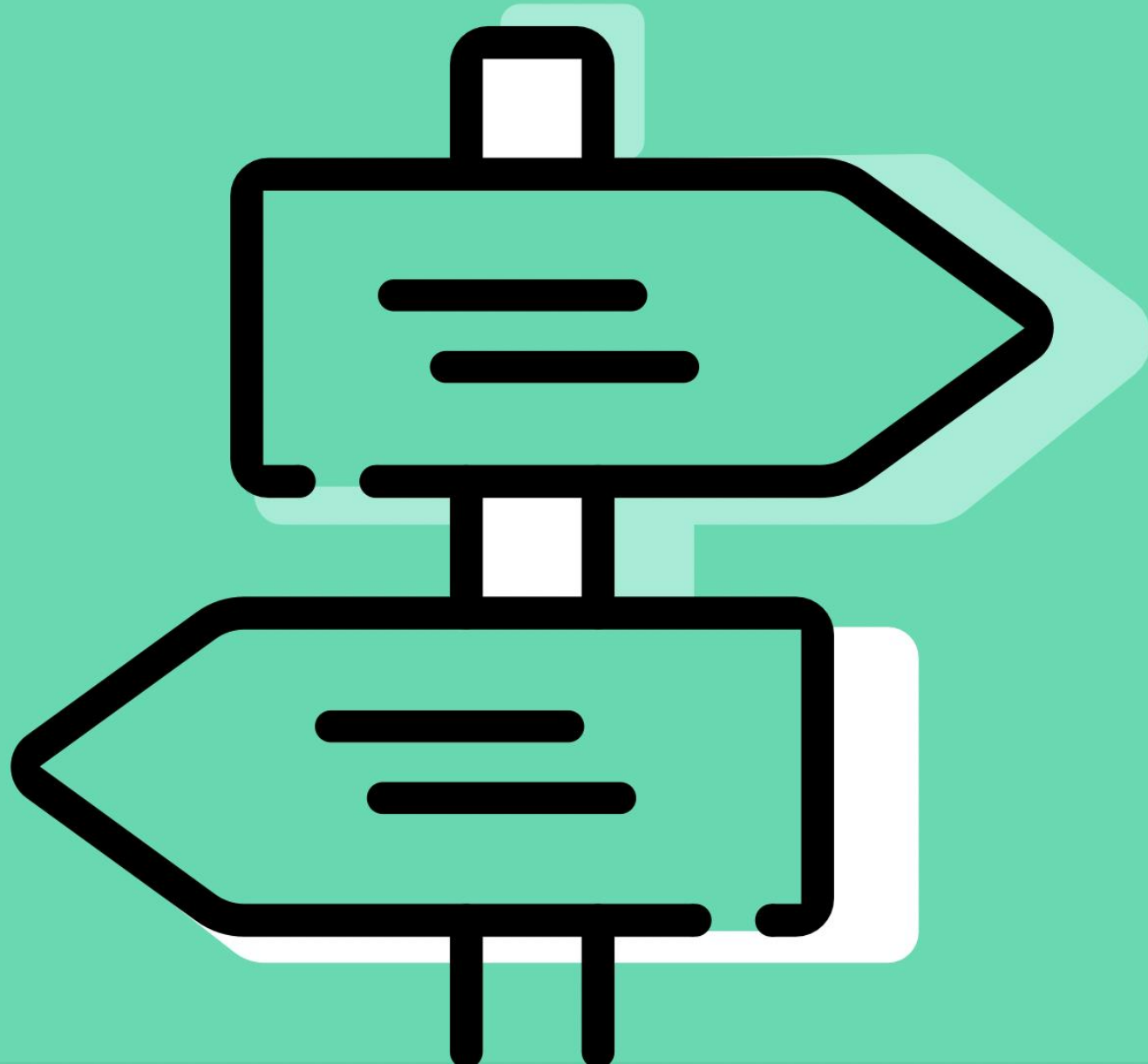
3 building blocks of Moja

1. Tapping into the desires of digital natives
2. Leveraging the AXA brand to offer fair insurance
3. Building a brand identity with agile customer tests



1

Tapping into the desires of digital natives



**Seamless digital services =
expected**



Insurance can't escape this



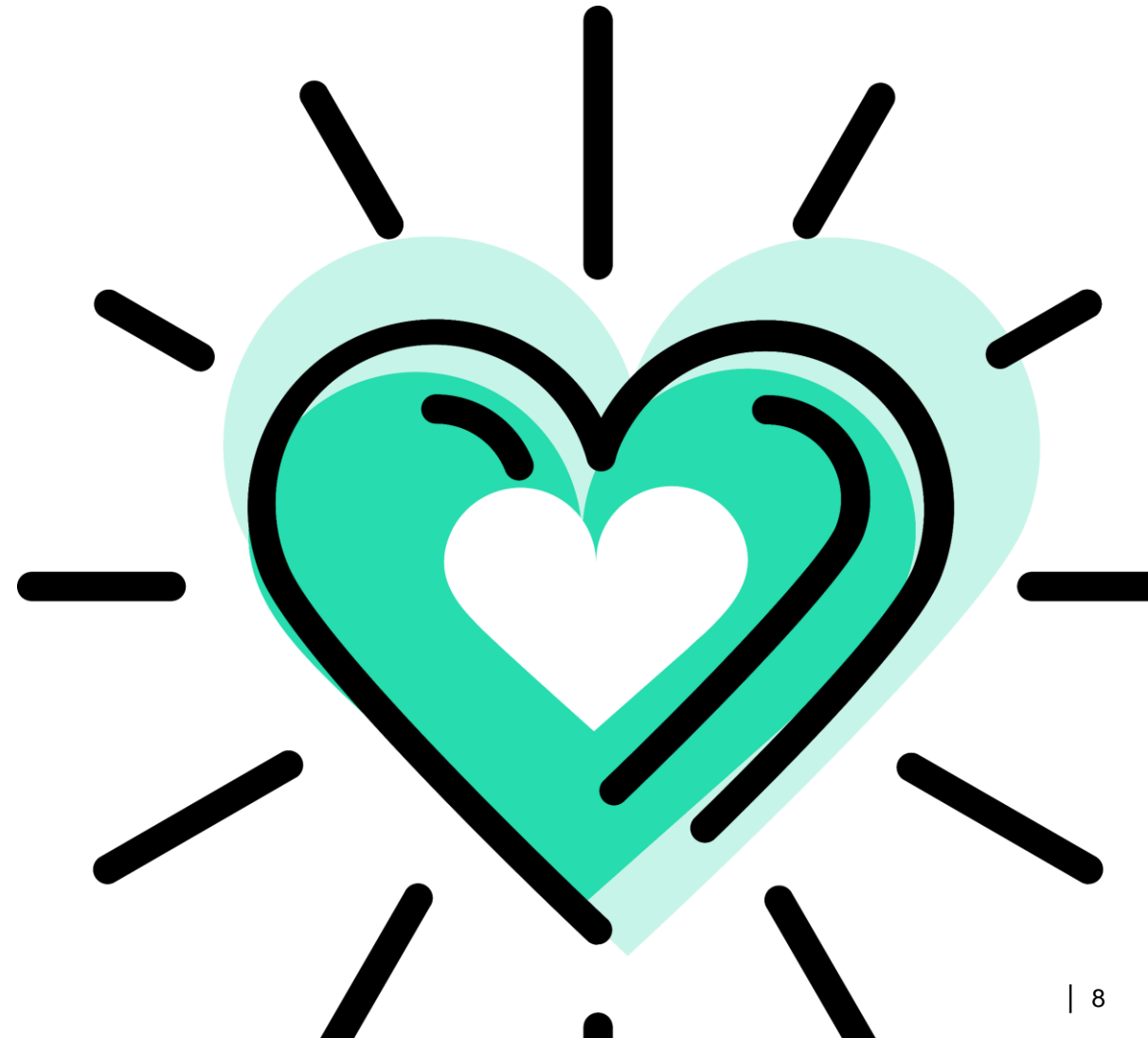
We innovated with consumer needs in mind

- Easy to understand products and customer journeys, with no jargon
- **Transparent** processes and **fair** treatment
- Highly accessible services, with **24/7 support**



Moja's brand promise

- Simpler
- Fairer
- Always there



2

Leveraging the
AXA brand to offer
fair insurance



When buying insurance...

We know that...

Cheapest isn't necessarily the best

There is a value put on a known brand

+

Most also agree...

Independent reviews boost consideration

Link to a trusted name super-charges consideration

+

Very few feel they...

Won't use an 'unknown' brand

The magic recipe for Moja...





LOVE IT? MOJA IT!

[Get a quote](#)

[Retrieve a quote](#)

GREAT VALUE, ONLINE-ONLY COVER

And we're there when it matters most with our claims-only contact centre



Part of the AXA family

3

Building a brand identity with agile customer tests





4 Waves of name testing

20 Names tested

60%

Preferred Moja

Described as *Unique, Modern,
Memorable, Interesting*

NAME

Faster, fairer insurance that's personal to you



THE SIMPLE
WAY TO INSURE
WHAT MATTERS
TO YOU MOST

Check out our car insurance offers
now and get 20% off a referral team.
Learn more about us here.

THE
SIMPLE
WAY

Faster, fairer insurance that's personal to you

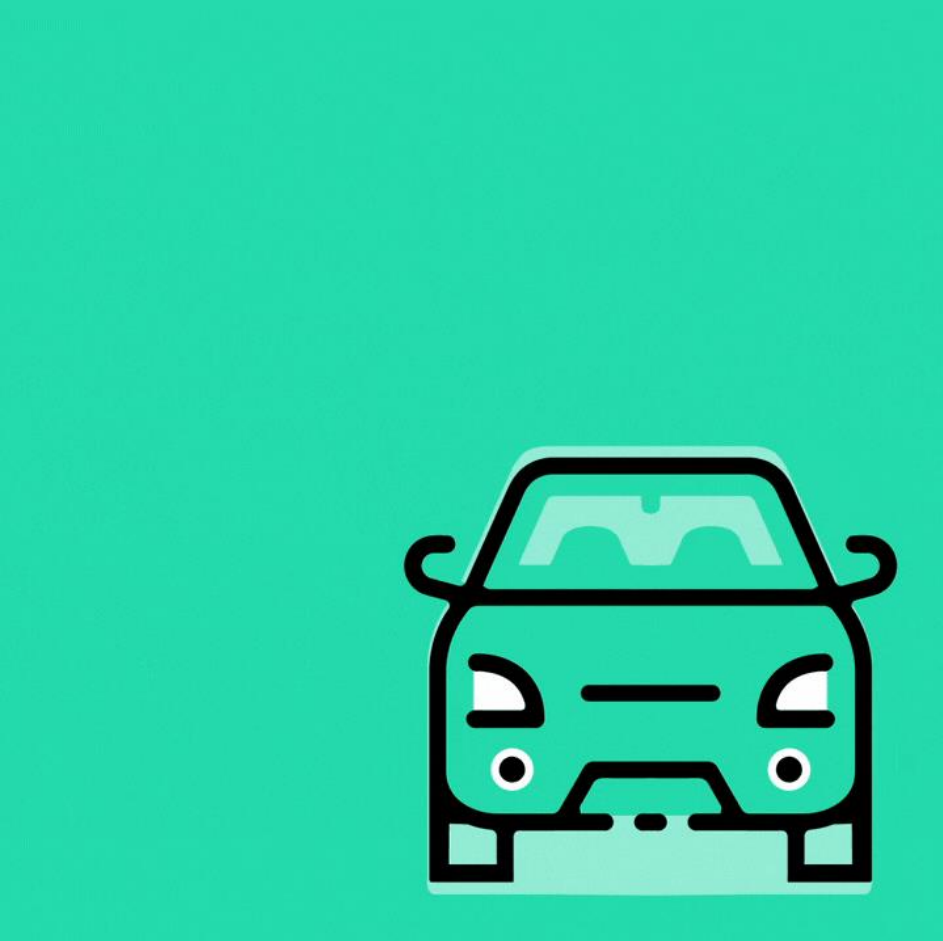
Brand Voice

helps consumers identify us from others.



MY PARENTS GET INSURANCE, I...

MOJA *it*



LOVE IT? MOJA IT



Whether it's an adored Accord or your precious Peugeot. Take care of it quick as you like and faff free. That's car cover the Moja way.

MOJA *it*

MOJA YOUR FIESTA



Safe drivers pay less. Simple. That's car cover the Moja way.

MOJA *it*

JARGON? JOG ON



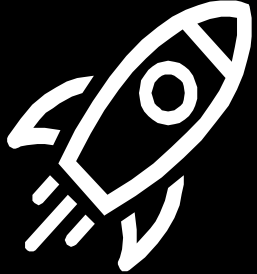
We made Moja straightforward and easy to use. Everything on your phone in a flash with no silly insurance terms. That's cover the Moja way.

MOJA *it*

And... that's the story of Moja

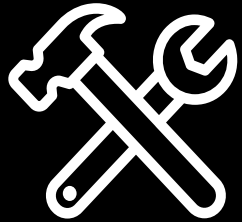
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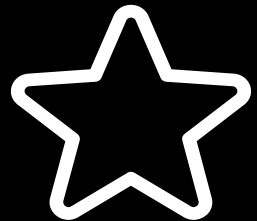
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30,000 customers

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**2 trees planted for every policy sold =
Moja Forest**



“Moja’s success is a result of **true collaboration** across the organisation.

By using our combined skills and experience, and by **speaking with thousands of customers** and **listening** to what they want, we’ve built a true **digital-native brand** with **flexible, accessible products** – and this is why customers love it.”

Mark Bowden, Moja Director

THANK YOU

