



CREATIVE ASSETS GUIDE

This guide will give you insight into the various assets of the I Travel Because campaign. As most of these will resonate across multiple demographics, strategic considerations will make some of these resonate with certain traveler types more than others. This guide will help you choose what may work best to initiate the conversation about travel protection and Allianz Travel Insurance.

Allianz  **Partners**

ANCESTRY TRAVEL

One of the leading travel 2020 trends is ancestry-related travel. Consumers are leaning into services like Ancestry, 23andMe, and others to discover more about themselves. Travel is becoming the next evolution of that self-discovery, allowing consumers to explore nature, culture, and the history of who they are and where their family story began. For travelers driven by this kind of curiosity and self-awareness, these assets are a great way in.



ADVENTURE TRAVEL

Having to self-quarantine has not hampered the explorer spirit. Many people are over being cooped up at home and are ready to get out into the world, even if it's to visit familiar spaces in their neck of the woods. These assets speak to those looking for adventures to satisfy their wanderlust and taking social distancing to the ultimate level.



COUPLES TRAVEL

The impact of the pandemic has made people refocus and recalibrate what's most important to them. Couples are planning trips to explore the world and their relationships in new ways. RV trips have replaced anniversary cruises, and campsites are the new resorts. These assets speak to those traveling to get closer to each other in today's travel climate.



I TRAVEL BECAUSE
**MY HEART IS
WHEREVER HE IS**
Ask your advisor about
Allianz Travel Insurance

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I TRAVEL BECAUSE
**ROMANCE HAS
NO CITY LIMITS**
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MULTIGENERATIONAL TRAVEL

Absence makes the heart grow fonder, and so does quarantining. Reconnecting with family is driving travel behavior in the COVID-19 travel era. From proving that the world is still beautiful, to making sure that kids get to experience that joy that only grandparents can give, bridging the social distance gap is paramount. These assets speak to how travel connects the multi-generational family.



LGBTQ TRAVEL

Love and relationships are powerful drivers for all behavior, especially travel. Travel allows people to be free, be themselves, and share in authentic moments they seek together. These assets showcase those moments and intentionally speak to LGBTQ travel experiences.

