Cute branding for start-up Alan shows insurance doesn’t have to be boring

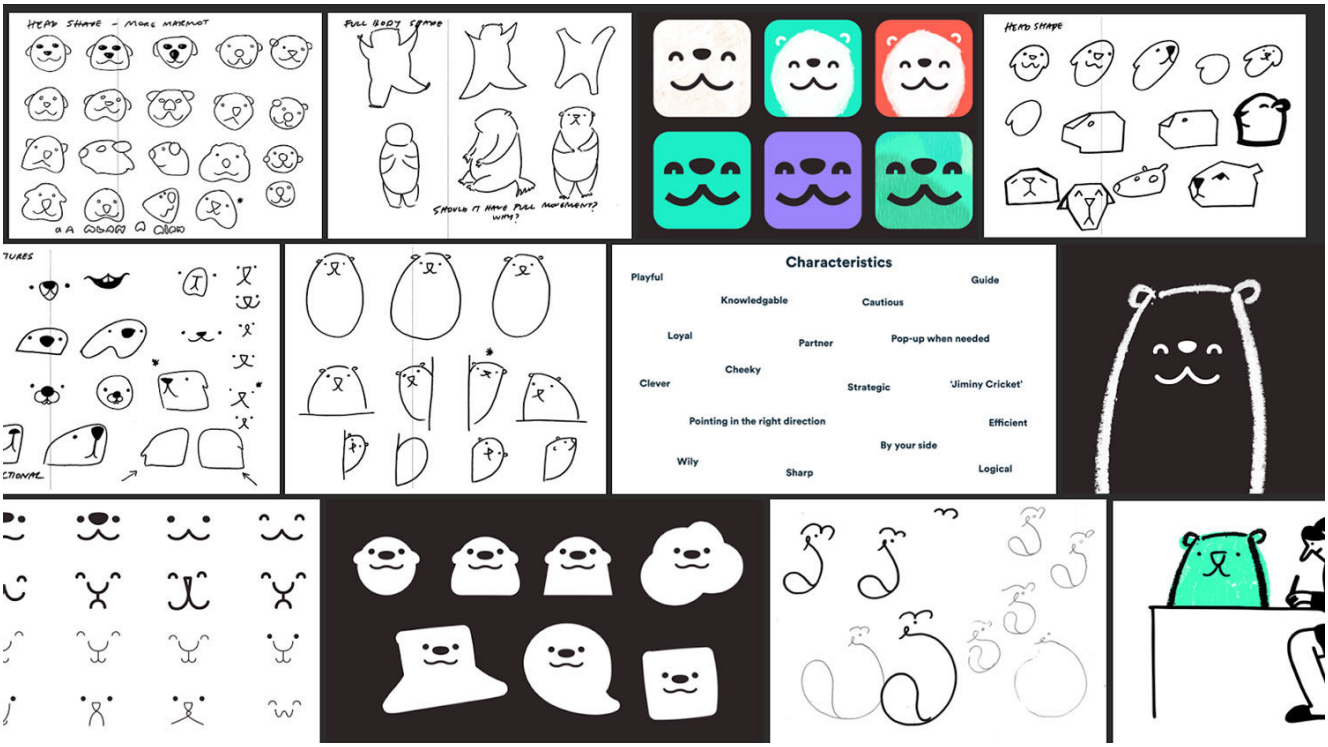
DesignStudio give healthcare insurance a playful face.

Start-ups are exciting; insurance start-ups are less so. Bucking that trend though is Alan, a French healthcare name that’s teamed with to give their brand the warm and fuzzy feels.

Fronting the look is an fluffy creature who isn’t called Alan – or anything at all for that matter – and whose face appears on emojis, digital stickers and playful animations.

DesignStudio gave the previous version of the mascot a new look, made it furry and gave it new animating behaviours – cuddles, welcomes and waves – to make a more friendly and approachable character.

Jean-Charles Samuelian, CEO and co-founder at Alan says, “After three years we really wanted to refresh our identity and differentiate ourselves even further within the healthcare industry.



"We knew of DesignStudio's past work with global brands we admire, so it was only natural to bring them onboard. After several months of teamwork, we are really proud of the identity they helped us create. The new Alan is warm, friendly and really embodies our core values."

Campbell Butler, creative director at DesignStudio London adds, "We spent time with the Alan team in Paris, (helping to) position Alan in a new category, simplifying their brand narrative around a subscription to better living."

If private healthcare ever comes to England after Brexit, maybe having something like the Alan animal will take away the sting, perhaps.

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