

Company: Anadolu Sigorta, İstanbul

Nomination Submitted by: Lobby PR

Company Description: Anadolu Insurance Company was founded on April 1 at the initiative of Atatürk and under the leadership of İşbank, Turkey's first national bank. As a privately-owned insurance company, Anadolu Insurance Company has played an important role in the development of the insurance industry in Turkey.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Events & Observances

Nomination Title: Anadolu Sigorta's_100th_Anniversary

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

The campaign was launched on **April 11, 2025**, with a gala event held at the **Zorlu Performing Arts Center** in Istanbul.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 155 words used.

Anadolu Sigorta's centennial marked not just a corporate milestone but a symbolic convergence with the history of the Turkish Republic. The initiative aimed to celebrate a century-long legacy not merely as a retrospective commemoration, but as a forward-looking vision conveyed through a highly immersive and emotionally resonant experience.

The core objective was to transform this institutional heritage into a multi-sensory stage narrative blending modern art, advanced technology, and powerful storytelling. A key challenge was articulating a century of corporate and societal transformation in a way that resonated with both business audiences and the broader public.

Another challenge involved striking a balance between solemn historical milestones—such as the Great Ankara Fire, Atatürk's passing, and major earthquakes—and the innovative, hopeful outlook of a company entering its second century. The project responded by crafting a narrative that honored the past while inspiring future purpose, embedding the company's role in Turkey's economic independence journey into a compelling, multi-layered performance.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 163 words used.

The campaign was developed around the concept of "Yüzyıllık İmza" ("The Century Signature"), with a strategic aim to narrate Anadolu Sigorta's story interwoven with key moments in Turkey's socioeconomic history.

Rather than relying on traditional formats, the planning team designed a multi-dimensional event that combined performing arts, AI-driven visuals, music, and digital stage design. The narrative approach included a mix of live performance elements—spoken word, choreography, live music—with advanced technologies to build an emotionally charged and intellectually engaging experience.

Creative direction was led by Beyhan Murphy (stage director) and Tuluğ Tırpan (music director), with prominent artists like Birce Akalay, Salih Bademci, Sertab Erener, and Chromas contributing to the narrative arc.

Media outreach and journalist engagement were planned in parallel with rehearsals. Interviews were arranged during rehearsals with major media outlets such as Oksijen Gazetesi, NTV, CNBC-e, and TRT-2. The program was scheduled for April 11, 2025, with contingency planning to accommodate Turkey's evolving political agenda—ultimately leading to the cancellation of pre-planned digital campaigns.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 186 words used.

Since early 2023, intensive preparations were made for the gala event, culminating in the live celebration on **April 11, 2025**, at Zorlu PSM. The gala hosted over **1,500 physical attendees**, including Anadolu Sigorta and İş Bankası executives, business leaders, and cultural figures, while another **1,000+ employees joined via live stream**.

The performance dramatized key moments in Turkish and company history—such as Atatürk's death, major disasters, and social transformation—through music, dance, acting, and AI-enhanced visuals.

Despite cancelling digital communications due to political sensitivities, the campaign generated substantial media attention. **45 journalists** attended in person, and interviews were conducted with outlets including **Oksijen Gazetesi, NTV Gece Gündüz, CNBC-E Art-e, and TRT-2 Hayat Sanat**. A press release was distributed post-event.

In just one week, the media strategy yielded **115 print articles, 7 television features, and 3 million+ impressions**. Organic posts by celebrities such as **Birce Akalay, Ayşe Arman, Özlem Gürsar, Cem Arslan**, and others further amplified reach into the millions—despite the absence of paid digital efforts.

Feedback from internal and external stakeholders was overwhelmingly positive, establishing the campaign as both a branding triumph and an emotional milestone.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Anadolu Sigorta's_100th_Anniversary](#)

[REDACTED FOR PUBLICATION]

