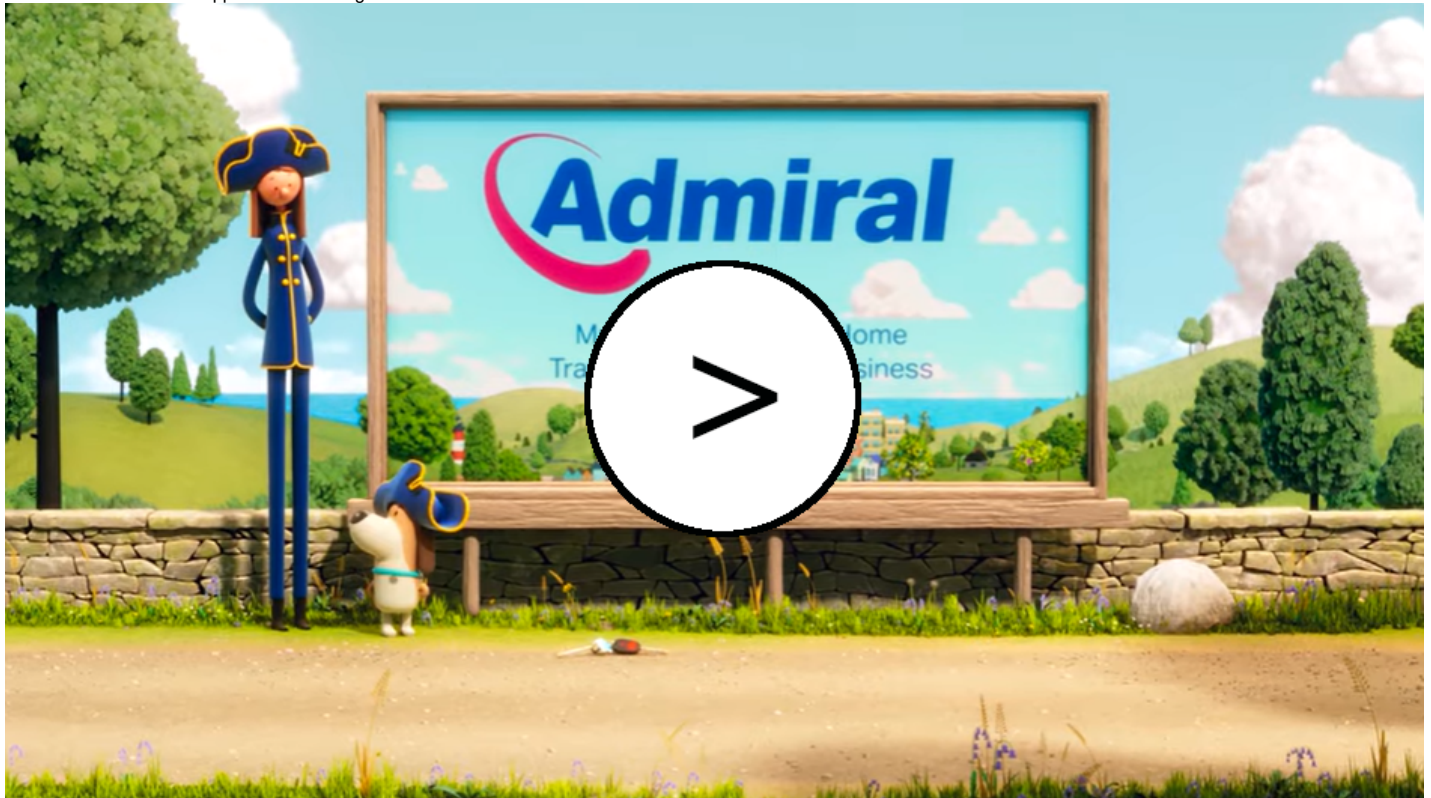


## Admiral UK's rebrand: Always looking out for you

04 Sep 2025

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Video transcript: At Admiral, caring about what matters most to people is always at the heart of what we do. Admiral, always looking out for you.

We care about what matters most to people and this is always at the heart of what we do, which is exactly what our UK business is telling everyone in their brand-new national TV advert campaign.

The launch of the brand-led campaign doesn't just talk about Admiral's insurance products, but about what our UK insurance business is and stands for: a brand people can trust and which is on their side. A brand that is *always looking out for you*.

The campaign tells the heart-warming story of how Annie the Admiral first met her trusted sidekick Alfie the dog, and much like Alfie's unwavering loyalty to Annie, our UK insurance business is committed to always being there for its customers.

The main advert is supported by outdoor advertising around the UK, as well as on the radio and YouTube. The campaign aims to strengthen Admiral UK's position as a trusted brand for all personal insurance needs and highlight our dedication to providing support for customers whenever they need it.

You can view the full advert in the video above.