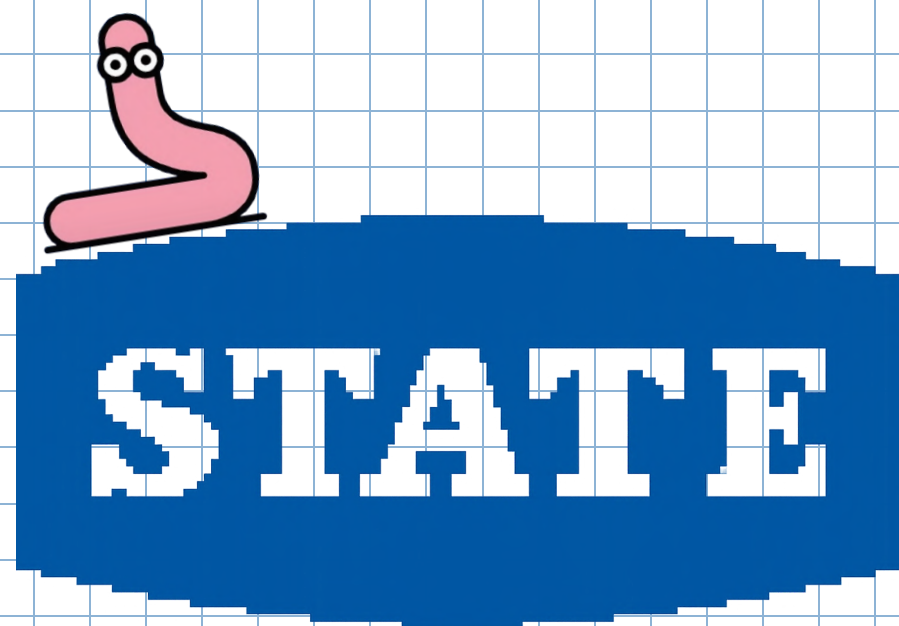




Challenge:

How can State find an innovative way to express their brand purpose: **to make insurance simpler.**

Insight:

Science shows worms are one of the simplest organisms on the planet that are still capable of strategic decision making.

Idea:

State proves how simple their insurance is by getting a worm to sign up.

INSURANCE WORM

Worms, with brains of just 302 neurons, are some of the most simple organisms in the world. State wanted to prove just how simple their policies are, so they trained an AI worm to understand them. But... the worm didn't just understand their policies, **it became an expert.**

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Register for State Insurance

Create an account to manage your insurance policies online

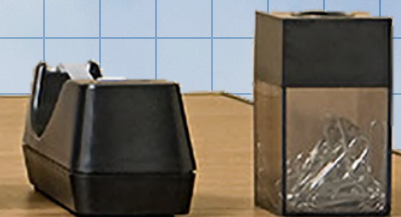
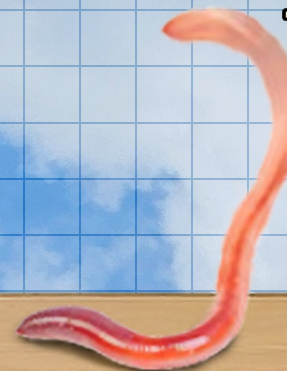
First name

Last name

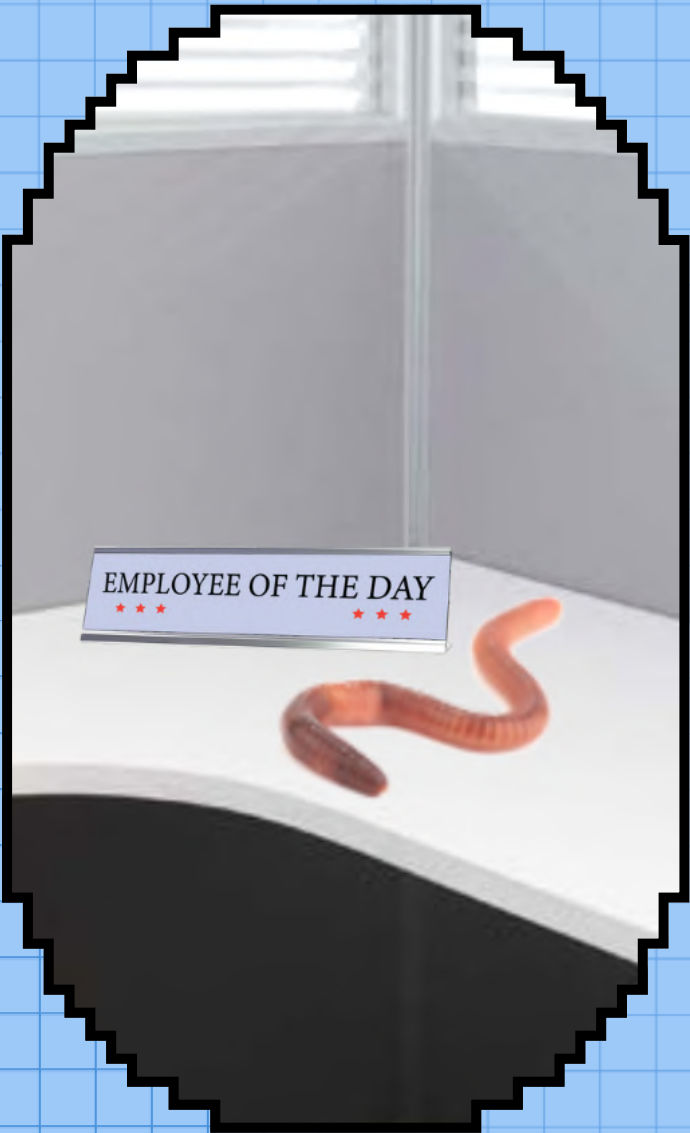
Date of birth

Worms are so simple, scientists have been able to re-create a worm digitally through a project called Openworm.

Early bird coverage is a must.



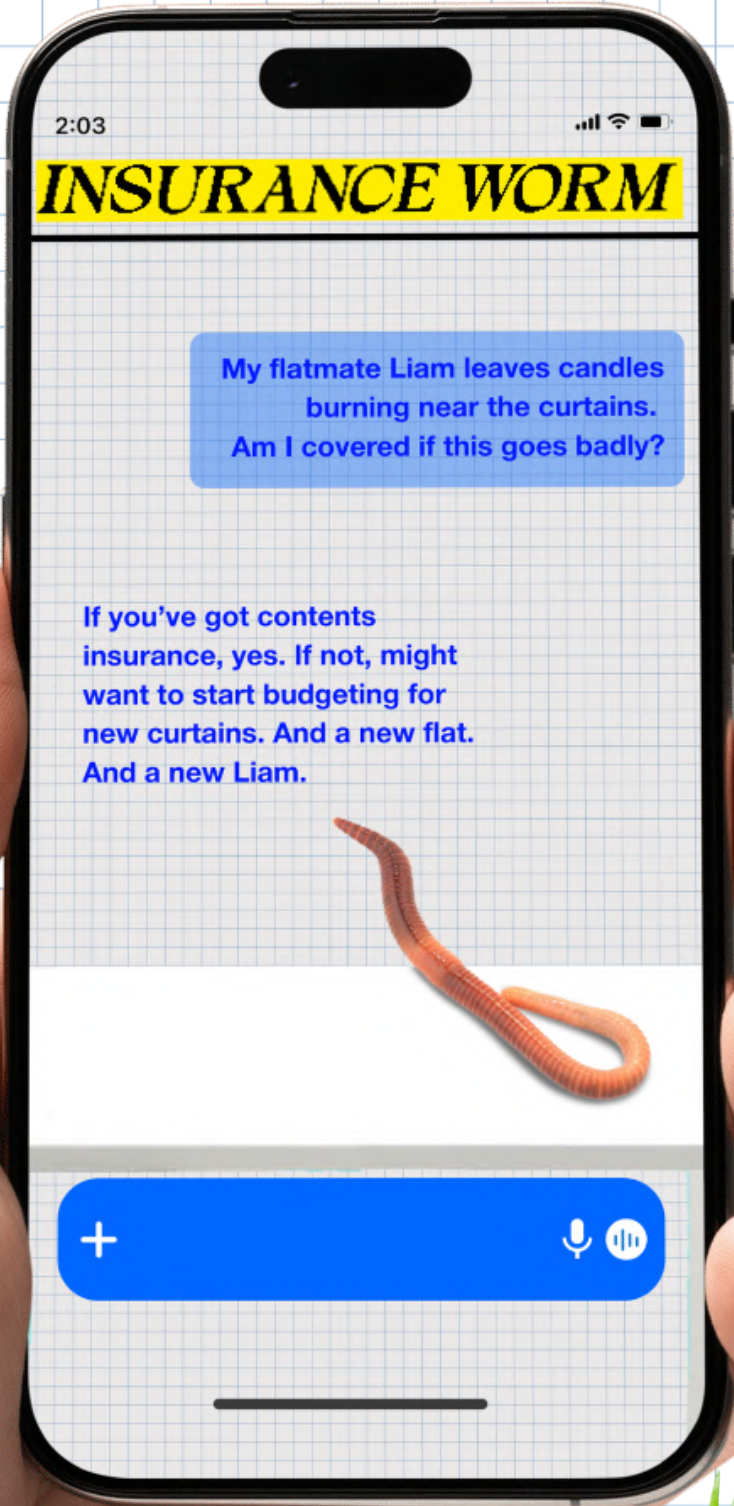
Following this massive scientific leap, State have decided to employ the worm.



This has proven to be very fiscally responsible.

State hires their first invertebrate.

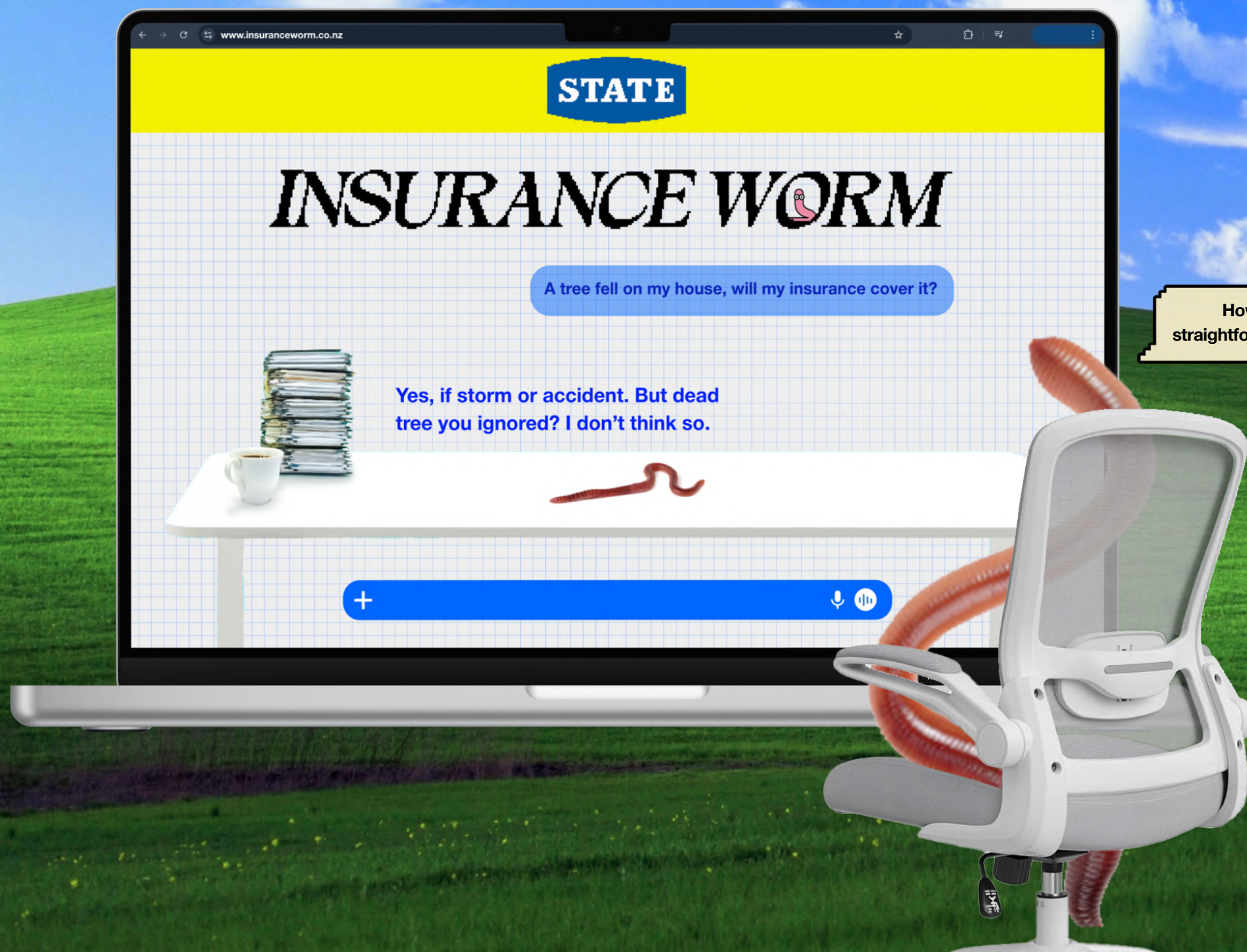
The worm's job? Simple. Now that it doesn't have to worry about the 3 F's (feeding, fighting, and mating) it can devote all its brain power to helping Kiwis get insurance by chatting them through State's policies.



The Insurance Worm is available for free on State's website, as the living wage for a worm is only \$0.0003 a day. Talk about dirt cheap labour.

THE WORM FOR YOU

Worried about a slimy insurance agent? Don't be.
Worms are also extremely trustworthy, as they are physically unable to lie.



How straightforward...



The Insurance Worm isn't just the face of a chatbot, it's a ground-up solution to make Kiwi insurance down to earth and simple with State.



With only 302 neurons, the worm can't overcomplicate things - so you get clear answers, not confusing fine print.