



24.07.2018  
PRESS RELEASE

## Generali Indonesia launches new brand campaign

PT Asuransi Jiwa Generali Indonesia (Generali Indonesia), one of Indonesia's leading providers of group and individual life insurance solutions, has launched a campaign that draws parallels between the Italian and Indonesia way of life and how it helps its customers enjoy life's moments with their loved ones, carefree.

**Edy Tuhirman, CEO, Generali Indonesia** said, "We are excited about the launch of our new brand campaign which really brings to life the connection between Generali and our customers. Many Indonesians are not aware of the Italian culture and how we share common values such as the importance we place on family. This is what Generali Indonesia is about - we are committed to providing financial security to the Indonesian people, so they can spend more time enjoying carefree moments with their family."

Generali Indonesia's new campaign brings to life the powerful cultural connections between Italy and Indonesia, highlighting a shared mindset – the family and those we treasure are as important in Italy as they are in Indonesia.

The new brand campaign will feature a digital and T.V commercial, as well as a radio advertisement that will commence on July 23 and run until the end of the year. The creatives include a series of everyday people enjoying time with their families and reference common Italian terms, such as "la famiglia," which is Italian for 'the family'.

**Neil Gardner, Chief Customer Officer, Asia** said, "Our customers are center to our strategy in Asia and our new brand campaign reinforces this message. We are also proud to be one of Italy's most iconic service brands and believe this is a strong point of differentiation in our local markets."

The T.V and digital commercial features several scenarios of Indonesians during different stages in life with a quirky Italian twist. The opening scene is of a young family with their grandfather enjoying pizza, we then skip to a young man who is trying to propose to his girlfriend over a cappuccino, while an 'Italian Mama' riding a vespa comes to the rescue of a teenage girl and the advertisement closes with a young family passionately cheering on their football team. Throughout the commercial flows a red ribbon representing the connection between Generali and its customers and the closing scene has the Generali logo with the words – "Your Insurance Partner from Italy."

**ENDS**

### **About PT Asuransi Jiwa Generali Indonesia**

PT Asuransi Jiwa Generali Indonesia (Generali Indonesia) is a subsidiary of Generali Group and has been operating in Indonesia since 2009. Generali Indonesia develops its business through multi-distribution lines: group business, agency, and bancassurance with presence in over 40 cities in Indonesia.

Generali Indonesia recorded gross written premium exceeding IDR 3.2 trillion in 2017. PT Asuransi Jiwa Generali Indonesia is an insurance company registered and supervised by the Indonesian Financial Services Authority (OJK).

### **About Generali Group**

Generali is an independent, Italian insurance Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asia. In 2017, Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

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