



03.09.2018
PRESS RELEASE

Generali strengthens brand in Indonesia and Vietnam

Campaign highlights Italian insurer's customer-centricity and heritage

Generali Vietnam Life Insurance Co., Ltd. (Generali Vietnam) recently launched a campaign that draws parallels between the Italian and Vietnamese way of life and how it helps its customers enjoy life's moments with their loved ones, carefree. The launch follows a similar brand campaign by PT Asuransi Jiwa Generali Indonesia (Generali Indonesia) in July, highlighting the Italian insurer's growing presence in Asia.

Both Generali Vietnam and Generali Indonesia are leading providers of group and individual life insurance in their respective countries.

Roberto Leonardi, Regional Officer, Asia Pacific, said, "Generali is a leading, well-established European brand that is accelerating and will continue to accelerate its Asian presence and our new campaigns reinforce what our brand stands for and supports our growth strategy." Adding that, "We are committed to providing financial security to the people in the countries where we operate, so they can spend more time enjoying carefree moments with their family."

Generali's new brand campaign has been tailored to each market, bringing to life the powerful cultural connection to Italy by highlighting a shared mindset – the importance of 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 new brand campaigns feature digital, T.V and radio commercials, which commenced on July 23 in Indonesia and August 24 in Vietnam. The campaigns will run until the end of the year in Indonesia and end of October in Vietnam. The creatives include a series of everyday people enjoying time with their families and reference common Italian terms - "la dolce vita" for the campaign in Vietnam, which is Italian for "the sweet life" and "la famiglia" for the campaign in Indonesia, which is Italian for "the family".

The T.V and digital commercials are tailored to each market and feature local people during different stages in life with a quirky Italian twist. Throughout each commercial flows a red ribbon representing the connection between Generali and its customers and closes with the Generali logo and the words – "Your Insurance Partner from Italy."

To view Generali Vietnam's advertisement, click [here](#). To view Generali's Indonesia's advertisement, click [here](#).

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About Generali Vietnam Life Insurance Co., Ltd. (Generali Vietnam)

Being a member of Generali Group, Generali Vietnam currently has a nationwide network of over 60 GenCasa (agency offices) and customer service centers, serving approximately 200,000 clients after more than six years of operations. In recent years, Generali Vietnam has been one of the fastest growing companies within Generali Group and in Vietnam and currently ranks sixth among life companies in the market in terms of new business premium.

Generali Vietnam commits to bringing world-class quality insurance through innovative product offerings, wide distribution network and revolutionary customer experience. Generali takes pride in our strong focus on customer experience and has been rewarded 2017 Best Customer Service award by International Finance Magazine, 2017 Excellent Brand award by Vietnam Enterprise Development Science Union and 2017 Golden Dragon Award by Vietnam Economics Times.

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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.