

## **Cigna launches new Brand Campaign in Hong Kong**

*Highlighting the value of health insurance through a child's perspective*

*Cigna HealthFirst Elite Medical Plan provides solutions and support throughout life's journey*

**HONG KONG – May 25, 2017** Cigna has recently launched its 2017 Brand Campaign in Hong Kong to raise brand awareness and reinforce Cigna's mission of improving people's health, well-being and sense of security. Themed '**That's how health insurance should be**', the campaign challenges common perceptions about what health insurance can deliver and demonstrates how Cigna can provide additional value above and beyond paying medical bills through a child's perspective.

Featuring spontaneous reactions of children when asked what they would do if their parents became ill, the integrated marketing campaign runs on a variety of channels with video advertisements on digital and social media platforms, TV and MTR in-train screens. Tailored messages are communicated through digital and social media channels to maximize target audience reach, while the TV and MTR advertisements magnify the messages to raise awareness among the mass public.

"As revealed by Cigna's 2017 360° Well-being Survey, people in Hong Kong are increasingly concerned about their health and well-being. As an active health and well-being partner, we are dedicated to providing health protection to address people's needs throughout their life journeys," said **Mr. Austin Marsh, CEO and Country Manager, Cigna Hong Kong**. "Our brand campaign echoes what Cigna stands for – that we are together with our customers all the way. We believe that health insurance is about providing health solutions and support to meet people's healthcare needs and help improve their overall well-being."

According to the Survey, the top health concerns for people in Hong Kong are cancer, heart disease and chronic illness. The campaign's video advertisements highlight the corresponding features that the new Cigna HealthFirst Elite Medical Plan<sup>1</sup> can provide for these diseases showcasing how Cigna's products are designed to ensure customers receive comprehensive care – from staying well, obtaining access to healthcare and medical support to recovery from illness. These product features include:

- Cancer – providing first-in-market<sup>2</sup> 'Premium Waiver due to Cancer' that frees customers from premium payments for up to six months.
- Heart disease – fully covering outpatient expenses for up to 120 pre-admission and post-hospitalization follow-up clinic visits per policy year, which is the highest number in Hong Kong<sup>2</sup>.
- Stroke – providing rehabilitation benefit of HK\$300,000 per policy year.

"At Cigna we put our customers at the heart of everything we do. The new Cigna HealthFirst Elite Medical Plan is innovative and offers comprehensive benefits and services that meet customer's personal needs. We believe it is a solution that can provide prevention, protection and rehabilitation support to enhance the overall health and well-being of our customers," concluded Mr. Marsh.

The video advertisements are also available on Cigna Hong Kong's YouTube page. Please click the links below to view:

- [30-second TVC with English subtitles](#)
- [15-second online video – Cancer](#)
- [15-second online video – Stroke](#)
- [15-second online video – Heart disease](#)

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**Note:**

1. The above mentioned benefits are subject to terms and conditions. Please refer to the product brochure for more details.
2. The comparison was made for the same category of medical products among major insurance companies in Hong Kong in January 2017.

### **About Cigna Corporation**

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioural health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in over 30 countries and jurisdictions, and has more than 95 million customer relationships throughout the world.

### **About Cigna Hong Kong**

Since its presence in Hong Kong in 1933, Cigna has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journeys. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also tailors cost-effective plans for local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters for consumers' diverse needs.

For more details, please visit [www.cigna.com.hk](http://www.cigna.com.hk).

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