



PruProtect Press Release
4th February 2014

PruProtect to launch Protection awareness campaign

PruProtect will be launching a consumer Protection campaign to broaden the awareness of the need for Protection, PruProtect and the Vitality proposition.

Having established ourselves as one of the UK's most innovative and progressive Protection insurers since our launch in 2007, PruProtect are proud of the growth in market share which we have achieved year on year. The wider UK population however, remains under protected and the market itself has not grown.

PruProtect launched the next generation of Protection in September 2013 with our Vitality Optimiser product, creating a new category of lifestyle insurance. Vitality Optimiser gives the client an upfront discount on their insurance premium, the ability to control their future premiums and benefit from an integrated healthy living programme in return for leading a healthier lifestyle.

Initially in national and regional press, online and outdoor, including billboards, the campaign will highlight the benefits our unique Vitality healthy living programme can offer, such as half price gym memberships, free weekly cinema tickets, discounted hotel breaks and more. The campaign will highlight how PruProtect policies provide true living insurance and enhance policyholders' day to day life, as well as guarding against potential disaster. Customers will be encouraged to speak to a financial adviser or contact PruProtect to find out more.

The campaign will feature our Vitality ambassador; gold medal Olympian Jessica Ennis-Hill and will lead with the message "Protect tomorrow. Live today".

Advisers can make the most of the awareness campaign by downloading a marketing toolkit (posters, emails and letters) which will allow them to promote the benefits of PruProtect and Vitality to their own client bank. The toolkit will be available at pruprotect.co.uk/adviser from mid February.

Speaking about the campaign, PruProtect Distribution & Marketing Director, **Justin Taurog** said:

"We feel that the Protection market in the UK is failing customers by using scare mongering tactics when trying to promote the need for cover. By focussing on wellness and the concept of living insurance, we believe that PruProtect policies can be rewarding in many ways and offer more than just peace of mind."

Roy McLoughlin of Master Adviser commented:

"A provider who is prepared to help raise public awareness of such a crucial product is to be applauded. Protection is a brand in itself and the industry needs to join hands in its promotion."

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Notes to Editors

The information contained in PruProtect's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at pruprotect.co.uk/adviser.

Media enquiries

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About PruProtect

PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living programme. Vitality helps members get healthier and saves them money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit pruprotect.co.uk/adviser