



**CHANGING HEALTH AND LIFE INSURANCE FOR GOOD**

**Will 'new' distribution  
models grow the market?**

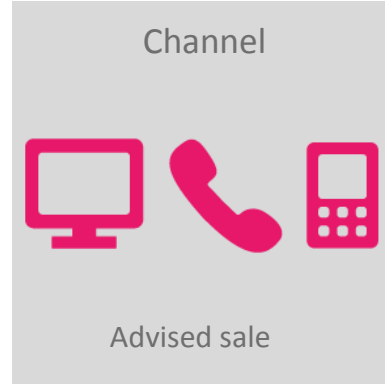
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**PROTECTION REVIEW 2015**  
Kelly Thomas – Head of Marketing



# Launching a new distribution channel – D2C

Objective: Deliver additional revenue to the business (based on a ROI model)



Brand - standout



Insert

**Vitality TV ad – Jonny 2015 (40 sec)**



Part of the Discovery Group

# Building a brand

Health and life insurance that rewards you for being healthy.

**Makes sense Jessica, but I'm exhausted.**



vitalitytube.co.uk

CHANGING HEALTH AND LIFE INSURANCE FOR GOOD

**Vitality**  
Health Life


THE NEW NAME FOR PRUHEALTH AND PRUProtect



Gatwick Airport

Up to 40% off British Airways flights for being healthy?

I'm more of a basket man myself.



WHS Smith



Weekly cinema ticket as a reward for getting active?



**Peace at last.**

vitalitylife.co.uk/cinema 0808 274 6709

CHANGING LIFE INSURANCE FOR GOOD

**VitalityLife**  
THE NEW NAME FOR PRUProtect

This reward is available with Vitality Optimiser for £3.30 per month or Vitality Plus for £4.50 per month. Maximum of one ticket per week for each person covered on the plan. This excludes 3D films. From April 2015, members will have to scan tickets by tracking their Vitality activity each week. Maximum monthly premiums and further terms and conditions apply. Visit vitalitylife.co.uk for details. Calls may be recorded/monitored to help improve customer service. Call charges apply for mobiles.





# Brand response

**ValidityLife** CHANGING LIFE INSURANCE FOR GOOD

Insurance for me Insurance for my business Discounts & rewards

Ready to apply? 0333 9201 364 **GET A QUOTE**

Get 50% off monthly gym membership at Virgin Active.

**No thanks, I'm already couch body ready**

**No joining fee this summer!**  
Offer ends 1st September

**TELL ME MORE**

> **Life Insurance**  
Protect your family financially if you were to die and could no longer take care of them.

> **Serious Illness Cover**  
Award-winning insurance that covers you financially against all heart attacks, strokes.

> **Income Protection Insurance**  
Protect your standard monthly household income.

Life insurance that rewards you for being healthy now has even more to offer.

**30% off!**

**I've been a good boy, do I get a reward?**

With ValidityLife you can save up to 30% on Life Cover with Validity Optimiser. Plus, get all the Validity benefits including discounts on monthly gym membership fees, flights, and trainers. And, weekly cinema tickets for getting active.

**Only 4 days left!**  
Offer ends June 30th

vitalitylife.co.uk/discount 0808 274 6709

CHANGING LIFE INSURANCE FOR GOOD

**ValidityLife**

Offer applies to new term policies only of 15 years or longer. Offer ends 30/06/2015. Discount is available with Validity Optimiser at additional £3.30 per month. Everyone gets an upfront discount from day one. After the first year, your premium could go up or down depending on how active your lifestyle is. Minimum monthly premiums and further terms and conditions apply. Not available in all territories. Calls may be recorded/monitored to help improve customer service. Call charges apply for mobiles.

50% off monthly gym fees at Virgin Active with no joining fee for a limited time.

50% off Virgin Active monthly gym membership with no joining fee


**GET A QUOTE ONLINE**

Summer has finally arrived so why not start getting fitter, healthier and more active today. To help you on your way, get 50% off Virgin Active monthly gym fees with no joining fee when you take out a ValidityLife policy with Validity Optimiser before **1<sup>st</sup> September 2015**.

**Even more discounts and rewards**

As well as discounts on gym fees, you'll get access to other great rewards including:

- A weekly cinema ticket for Cineworld or Vue<sup>1</sup>
- 50% off a pair of running shoes at Sweatshop<sup>2</sup>
- Up to 40% off return flights within the UK and Europe with British Airways.<sup>3</sup>
- And much more<sup>4</sup>



Right now, save up to 30% on your life insurance premiums.

vitalitylife.co.uk/discount 0808 274 5426

**Life, what life?**

**Offer ends June 30th**

CHANGING LIFE INSURANCE FOR GOOD

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# Sponsorship and advertising

Sponsorship / Partnership

Sports

Sport Broadcast



TV



Outdoor



Press



Digital

J F M A M J J A S O N D

Premier League Football Clubs (Arsenal / Liverpool / Man City)

National England / Wales / Scotland Rugby Teams

England Cricket Test Grounds

Vitality Run Series

Vitality Triathlon

Premier League follow the camera

Sky News Sports Bulletins

Sky Sports HQ Bulletins 5 – 7

Sky Sports Rugby Union

Sky Sports World Cup  
Cricket

Burst 1

2

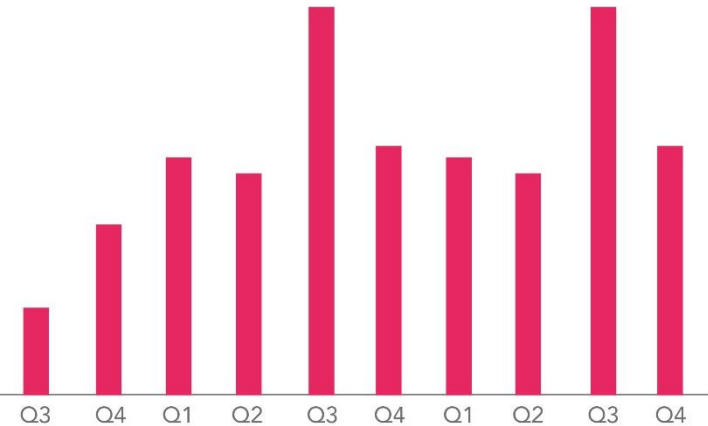
Burst 1

National publications

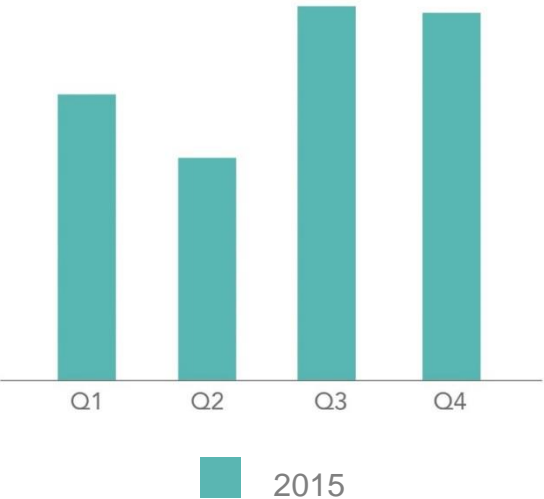
Paid search + display + social

# Results

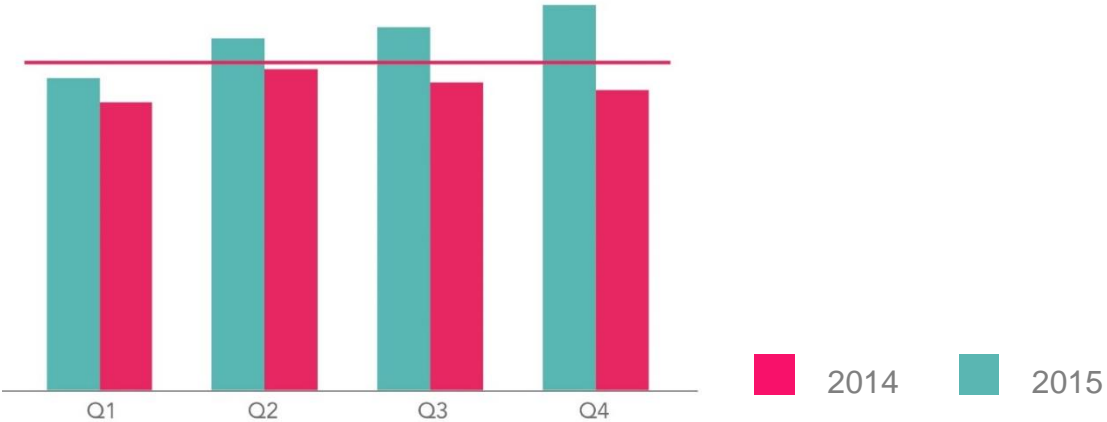
### Direct to Consumer (Leads)



### Direct to Consumer (APE)



### All Channels (APE)



THANK YOU



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