

FOR IMMEDIATE RELEASE

**Great Eastern pledges to ‘Lifeproof’ your every blessing
with its new campaign this Lunar New Year**

SINGAPORE, 20 January 2020 – Leading life insurer Great Eastern today announced its refreshed campaign for 2020, built around the notion of how it truly lives out its purpose as The Life Company, focusing on its core mission of providing financial security, and promoting good health and meaningful relationships.

Aptly named ‘Lifeproof’, Great Eastern celebrates life for all that it is, honing in on what Singaporeans value in life, while offering the assurance that it can and should be protected for posterity.

The central concept takes a realistic yet positive perspective on life, with all its unpredictabilities and challenges. Life continues to present infinite possibilities for people, and Great Eastern is the trusted brand which helps lifeproof people’s legacies, blessings, families, loved ones, and health against the uncertainties thrown at them.

As Singapore’s most established insurance company with a comprehensive suite of solutions for every stage of an individual’s life, Great Eastern’s latest campaign urges people with a strong call to take action to lifeproof themselves and their loved ones.

For upcoming Lunar New Year, the first expression of the campaign celebrates the multigenerational family, where happiness is multiplied, and something well worth protecting. More thematic campaign expressions are expected to be unveiled during the course of the year.

The communications rollout is in tandem with the insurer unveiling new insurance solutions aimed at lifeproofing customers at every stage of their lives. New plans kicking off the year include *GREAT Term - a protection term plan with coverage up to age 100 next birthday, and *GREAT Protector Active – a personal accident plan which caters to consumers with active lifestyles including overseas travel coverage. Consumers can find out more about how they can lifeproof themselves and their families at www.TheLifeCompany.sg

Colin Chan, Managing Director, Group Marketing, Great Eastern said : “We have already been at the front and centre of our customers’ insurance needs at every life stage, and this is a refreshing yet very accurate look at our purpose and mission which impact their lives. Going into our 112th year, we are looking forward to the start of the new decade with Lifeproof which encapsulates what it is we do for people and our customers”.

The Lifeproof campaign was jointly conceptualised by BLKJ, Great Eastern’s creative agency which has been working with the insurer since March last year with channel planning through Digitas.

More information on GREAT Term and GREAT Protector Active can be found below:

- [GREAT Term](#)
- [GREAT Protector Active](#)

#GreatEasternSG #TheLifeCompany #LifeProof

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About Great Eastern

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908. With S\$85.0 billion in assets and over 4 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia and Brunei and has a presence in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited and Great Eastern General Limited have been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has about 560 branches and representative offices in 19 countries and regions. These include over 290 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 90 branches and offices in Mainland China, Hong Kong SAR and Macau SAR under OCBC Wing Hang.

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