

19 January 2014

VITALITY, THE HEALTH AND LIFE INSURER ENCOURAGES THE UK TO GET HEALTHIER WITH NATIONAL ADVERTISING AND SPONSORSHIP CAMPAIGN

- **Jonny Wilkinson and Jessica Ennis-Hill appear alongside disgruntled Dachshund, voiced by Ade Edmonson**

Vitality, the business formerly known as PruHealth and PruProtect, today announces a major national integrated campaign across TV, outdoor, press and digital to launch the new brand to the UK market and signal a new category of insurance.

The campaign focuses on Vitality's position as a brand which is centred on promoting wellness in a marketplace which concentrates on illness, delivering health and life insurance policies that incentivise and rewards members for being healthy.

Research published last week from the University of Cambridge* revealed that inactivity could kill twice as many people as obesity in Europe, representing the scale of the challenge the UK faces in changing attitudes and behaviours towards exercise and healthy eating.

Keith Kropman, Director of Marketing, Vitality, said: "We believe in the importance of making exercise habitual, and encouraging people to introduce physical activity into their existing routines. Widespread behaviour changes will bring great societal benefits, and as a consequence could reduce the strain on the NHS, as we know prolonged inactivity leads to a number of health problems.

"The research we undertook for this campaign suggested that consumers know the idea of becoming healthy is good, but sometimes struggle to participate or maintain the lifestyle change required. Our Dachshund perfectly represents this mind-set and Ade Edmonson's sceptical, but ultimately begrudging tone, will ring true for many, especially at this time of year.

"It's our mission to help get people off the sofa and embrace a healthier and more active lifestyle."

In the campaign, we see the trials and tribulations of a pet Dachshund, voiced by Ade Edmonson, whose owner has recently become a Vitality member and now enjoys the health benefits that Vitality offers, much to the disdain of the Dachshund who prefers to curl up on the sofa. The Dachshund is ultimately relieved that although their owner may now lead a more active lifestyle, he can rest in peace knowing that his owner has the cover they need. Vitality Ambassadors Jonny Wilkinson and Jessica Ennis-Hill both have leading roles across the campaign.

The campaign will include high profile sites at Gatwick and Manchester airports, along with London Underground, press and digital, targeted to reach the core market for health and life insurance.

Viewers at home will have the opportunity to see the campaign on prime TV spots across free-to-air and paid for channels with the first appearing during Broadchurch on ITV1 at 9.00pm tonight.

Aside from the longer spots, the Dachshund stars with our Ambassadors in two new TV idents. He's in a scrum with Jonny for the Sky Sports coverage of Rugby Union, and tackling the hurdles with Jessica for Sky Sports News Bulletins and Sky Sports HQ Drivetime.

The new campaign coincides with the launch of some exciting new Vitality partners which means members can enjoy:

- Discounts of up to 40% on British Airways return flights to more than 70 destinations across the UK and Europe, including taxes and charges**
- A free drink from Starbucks for earning nine Vitality points on a weekly basis
- A free family ticket to Cineworld or Vue for earning nine Vitality points on a weekly basis (from April)

For more information, please visit www.vitality.co.uk

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Notes to editors

*<http://www.bbc.co.uk/news/health-30812439>

**Vitality Terms and Conditions and BA general carriage and fare conditions apply. Up to a maximum of two trips per plan year per member based on your Vitality status can be claimed. The discount will apply to all members on the plan (adults and children).

The information contained in this press release is intended solely for journalists and should not be used by consumers to make financial decisions.

Vitality – changing health and life insurance, for good

Vitality is the new name for PruHealth and PruProtect, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality has partnered with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, who are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps

today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

VitalityHealth is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as the company's profits, which come about as a result of people being healthier and claiming less often, are redirected into the programme in the form of incentives, which in turn encourages yet more healthy activity. For more information www.vitality.co.uk

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price www.vitality.co.uk