

Bupa puts real people at the heart of new health insurance campaign

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Bupa has unveiled its latest TV advertising campaign to promote its new health insurance product, 'Bupa By You'.

The multi-million pound, integrated, through-the-line campaign launched on 5 September and promotes the adaptable and affordable nature of 'Bupa By You'.

The direct response TV advert, direct marketing and digital advertising have all been created by OgilvyOne.

'Bupa By You (<http://www.bupa.co.uk/individuals/health-insurance>)' is a natural evolution of the brand's 'Helping You Find Healthy' campaign launched earlier this year which demonstrated that healthy means different things to different people. The product meets this ambition by providing customers with the ability to personalise their insurance cover to best reflect their individual health needs, priorities and budget.

The campaign focuses on real people in real situations revealing them to be doing something that isn't initially expected. This helps to demonstrate that 'Bupa By You' is adaptable and Bupa (<http://www.bupa.co.uk/individuals>) doesn't make assumptions about its customers health insurance needs.

"'Bupa By You' is proof that health insurance doesn't need to be one-size-fits-all," commented Sue Moore, marketing and customer development director at Bupa Health & Wellbeing. "We have put the customer at the heart of the decision making process and the adaptable nature of the product reflects how we have listened to their needs."

Annette King, Chief Executive, OgilvyOne, added: "This campaign demonstrates how Bupa is doing things differently - providing an adaptable product that meets individual customer needs. Our multi-platform approach allows us to communicate with customers on a very personal level."

Media buying was undertaken by Carat.

Further information about Bupa By You (<http://www.bupa.co.uk/individuals/health-insurance/bupa-by-you>) can be found on Bupa's website, with the new TV advert available on Bupa's YouTube channel (http://www.youtube.com/watch?v=iZGSi_k9ne4). The product is available for purchase by phone now and online from late September via www.bupa.co.uk/byyou

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About Bupa:

Bupa's purpose is to help people lead longer, healthier, happier lives.

A leading international healthcare group, Bupa offers personal and company health insurance, runs care

homes for older people and hospitals, and provides workplace health services, health assessments and chronic disease management services, including health coaching, and home healthcare.

With no shareholders, Bupa invests its profits to provide more and better healthcare. The company is committed to making quality, patient-centred, affordable healthcare more accessible in the areas of wellness, chronic disease management and ageing.

Employing nearly 52,000 people, Bupa has operations around the world, principally in the UK, Australia, Spain, New Zealand and the USA, as well as Hong Kong, Thailand, Saudi Arabia, India, China and across Latin America.

For more information, visit www.bupa.com.

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