

Assupol launches advertising campaign for 2014

Life insurance company Assupol launched their latest TV advertising campaign, featuring their brand ambassador and South African music icon, Hugh Masekela.



The new campaign consists of a various 3- and 5-minute infomercials as well as a couple of different 1-minute commercials, all focussing on the Assupol funeral plan with the following main messages:

- We are affordable
- We are efficient - claims payments are very quick
- Cover is sufficient - up to R50 000
- Unlimited extended family members can be added
- Guaranteed cash back every 4-years

This comes after a successful rebranding exercise in 2012 when the company realigned its business to a wider target market, and when they first introduced Hugh Masekela as brand ambassador.

"I am excited to be a part of Assupol's latest TV ad campaign, and am even more excited that they are continuing the good work of providing quality insurance that is affordable for all people of South Africa", said Hugh Masekela.

Masekela expressed the importance of educating people on making provision for an unforeseen circumstance such as death; as his own father's funeral cost his family more than what they expected. "My sister and I spent approximately three times more than what we thought we would for my father's funeral, and it was difficult as he didn't have a funeral policy. But Assupol makes it easier by offering affordable and sufficient funeral cover", continued Masekela.

"Assupol has been paying out claims in record time for the past 100 years, and we aim to achieve more awareness of our great products, exciting features, and service through this campaign", said Annelize van Blerk, Assupol's Head of Corporate Affairs. "Hugh Masekela is a great vehicle to get our message across; he is well-respected and we carry the similar value of serving our people", said van Blerk.

The advertisements feature Masekela along with testimonials from real clients. Assupol's TV campaign appears on SABC 1

and 2 in January 2014, and will thereafter appear on various mediums and channels.

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