



THE WEEKLY

MARCH 7 - 13, 2016

LIFE CYCLES

Insular Life wins Gold in 51st Anvil Awards

Insular Life bagged a Gold Anvil under the Publications category in the recently held 51st Anvil Awards Gabi ng Parangal. The leading Filipino life insurer received the trophy in recognition of its 2015 Corporate Calendars. The Gold Anvil is conferred to the public relations tool or program that meets the highest standards in its category.

Insular Life's corporate calendar set, which comprise of a desk calendar and a planner, is one of the company's touch points to its stakeholders. Specifically targeted for young professionals, the calendars aim to boost top-of-mind awareness of Insular's brand.

For 2015, the calendars' theme was inspired by its target users' aspirations to travel and discover cultural tidbits, and their immersion within a visually-rich media environment. Titled Hope and Aspiration, the calendars featured lesser known Filipino monuments across the country. The contents played up the idea of a "guide book" as it deftly merged details about the featured monuments with brand-related messages, such as financial planning tips and Insular Life's historical trivia. Its design is deliberately young, and used the brighter palettes of Insular Life's brand colors. At the same time, it presented carefully curated photos of the monuments to appeal to a more visually literate market. The calendars also introduced play elements to engage users: a pop-out drink coaster from the desk calendar, which is a tongue-in-cheek reference to a monument's base; and a clip-on magnetic bookmark that is a word play on the idea of a "marker".

For its successful implementation of a PR tool to support its brand, PRSP cited Insular Life for "living up to its image of a contemporary Company that is proud of its Filipino heritage".



Clockwise from above left: Desk calendar on foreground and planner with magnetic bookmark, behind; Desk calendar sample page; Gold Anvil trophy; Pop-out coffee coaster on the tent base of desk calendar; magnetic bookmark from planner

The Anvil Awards, spearheaded by the Public Relations Society of the Philippines, is deemed as the "Oscars" of the local Public Relations industry as it recognizes the best PR tool and programs in the country. This is the third time that Insular Life's Calendar Set won the Anvil, and the second time that the project was given a Gold Anvil.

-Michelle D. Santos

Exceptional employees recognized

Insular Life held its Recognition Program for employees who were recently promoted and who have been elected to positions in trade organizations as well as those who achieved perfect attendance in 2015, and the Life Office Management Association (LOMA) awardees.

President and COO Mona Lisa B. de la Cruz delivered the welcome remarks, while Chief Executive Officer Nina D. Aguas delivered an inspirational message.

Here are some of the photos taken during the event:



Clockwise from above: Perfect attendance awardee for 25 consecutive years Nene Macalipay (center) is awarded by (from left) EVP Ma. Edita C. Elicaño, President and COO Mona Lisa B. de la Cruz, Chief Executive Officer Nina D. Aguas, and SEVP Jesus Alfonso G. Hofleña; Perfect attendance awardees for four quarters; three quarters; 2 quarters; and LOMA Awardees.

