

Aflac Gets Down to Business with New Advertising Campaign

by PR-NewsWire

COLUMBUS, Ga., April 3, 2008 /PRNewswire/ -- Today Aflac announced the launch of its new integrated advertising campaign aimed at engaging business owners and benefits decision-makers. The new business-to-business campaign, called "Aflac for Business," features television, print, online and radio components showcasing how Aflac can help serve as a benefits solution provider for companies of all sizes.

The Aflac for Business campaign is a part of the insurer's continued marketing strategy to reach a variety of audiences, including the business community. The new ads are also an evolution in the role of the Aflac Duck, which in the past has primarily communicated directly to consumers. Using a more targeted message toward business owners and benefits professionals, the new campaign will feature the Aflac Duck demonstrating how Aflac insurance policies can assist with attracting and retaining employees as well as complement existing insurance plans at no direct cost to a company.

"Aflac understands the challenges that business owners and benefits decision-makers face each day in growing their companies while making choices that best serve their employees," said Paul Amos II, president and chief operating officer, Aflac U.S. "Our new campaign is designed to illustrate how essential Aflac products are to a company's benefits package because they come at no direct cost to employers and can help attract and retain employees."

As in previous ads, fans of the Aflac Duck will find the brand icon in the most unlikely scenarios. Both print and radio ads from the new campaign feature the Aflac Duck in a variety of business settings, including a hospital nursery, a mechanic's garage and an ice cream parlor.

Aflac will debut new business-to-business television ads in the spring. Currently, Aflac serves more than 400,000 businesses in the U.S. For more information, visit aflacforbusiness.com.

The new advertising was created by the Kaplan Thaler Group, the New York-based agency that originated the Aflac Duck campaign.

About Aflac:

For more than 50 years, Aflac products have given policyholders the opportunity to direct cash where it is needed most when a life-interrupting medical event causes financial challenges. Aflac is the number one provider of guaranteed-renewable insurance in the United States and the number one insurance company in terms of individual insurance policies in force in Japan. Its insurance products provide protection to more than 40 million people worldwide. Aflac has been included in Fortune magazine's listing of America's Most Admired Companies for seven years and in Fortune magazine's list of the 100 Best Companies to Work For in America for ten consecutive years. Aflac also has been recognized three times by both Fortune magazine's listing of the Top 50 Employers for Minorities and Working Mother magazine's listing of the 100 Best Companies for Working Mothers. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac, visit aflac.com.

Source: Aflac

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