

2012 Spring Brand Campaign



As you focus on growing relationships and serving your clients, we are dedicated to helping you develop your business by expanding our brand awareness.

To share the Aviva story and further build brand recognition, we are continuing television advertising on a variety of stations as well as providing you with useful sales tools when meeting with your client.

Here's where you'll find us!



Television

New! Our Wellness for Life® commercial shows how Aviva is a different kind of insurance company - by offering an innovative program no other carrier does!



Digital

Niche targeting to wellness minded consumers:

Health.com, NBC Sports.com

Websites offering video replays of favorite TV shows and movies:

hulu.com, NBC.com



Trade Print

Monthly promotion of our product offerings to reinforce our leadership the IUL market:

Broker World

Financial Planning

Life Insurance Selling

Advisor Today

National Underwriter

Senior Market Advisor

Insurance News Net



Visit avivausa.com/promotion to access Wellness for Life® tools and resources to build your business.

