

Pru Life UK bags three Quill Awards for 2012

The country's lone British insurer Pru Life UK was feted by the Philippine Quill Awards for three of its communication projects for 2012. Its flagship corporate social responsibility program, Cha-Ching – Pru Life UK Financial Literacy for the Youth Program, earned the judges' thumbs up and received an Excellence Award under Category 14 – Economic, Social and Environmental Development, Communication Management Division. Cha-Ching was also a finalist in the Top Division Award under the Communications Management category.

The Human Resources Department (HRD) and Employee Welfare Committee's (EWC), *Ikaw Na! – Pru Life UK Employee Welfare Committee 2012 Initiatives*, likewise received an Excellence Award under Category 9 – Employee/ Member Communication, Communication Management Division.

Pru Life UK's 2012 Regional Branding Campaign, dubbed *We Listen to Even the Smallest Voices*, received a Merit Award under Category 27 – Advertising (conventional/traditional media), Communication Creative Division.

The Philippine Quill Awards is an annual recognition event by the International Association of Business Communicators (IABC)-Philippines. The awards give distinction to business communicators who have shown excellence in running effective programs for different audiences.

Established in 1996, Pru Life UK is a subsidiary of British financial services giant Prudential plc. Pru Life UK is the pioneer and current market leader of unit-linked or investment-linked life insurance products, and is one of the first life insurance companies approved to market US dollar-denominated unit-linked policies in the country. Pru Life UK is a life insurance company and is not engaged in the business of selling pre-need plans.

Prudential plc is a United Kingdom-registered company. Its regional headquarters, Prudential Corporation Asia, is based in Hong Kong.

Pru Life UK and Prudential plc are not affiliated with Prudential Financial, Inc. (a US-registered company), Philippine Prudential Life Insurance Company, Prudentiallife Plans, Inc. or Prudential Guarantee and Assurance, Inc. (all Philippine-registered companies).

For more information: www.prulifeuk.com.ph



Photo 1

Pru Life UK's Financial Literacy for the Youth Program receives the Award of Excellence from the Philippine Quill Awards. From left to right: RJ Estayola, Pru Life UK AVP for Advertising and Communications Reena Villamor, President and CEO Antonio de Rosas, SVP and Chief Marketing Officer Belle Tiongco and Senior Manager for Brand Activation and Community Relations Gizelle Camua.



Photo 2

Ikaw Na! Pru Life UK Employee Welfare Committee 2012 Initiatives receives the Award of Excellence from the Philippine Quill Awards. From left to right: Pru Life UK EWC Chairwoman Aura Villaruel, EWC Member Johann Vicencio and SVP and Chief Human Resources Officer Rey Revoltar.



Photo 3

Pru Life UK President and CEO Antonio de Rosas, SVP and Chief Marketing Officer Belle S. Tiongco, SVP and Chief Human Resources Officer Rey Revoltar, AVP for Advertising and Communications Reena Villamor, Senior Manager for Brand Activation and Community Relations Gizelle Camua and the Pru Life UK Marketing Department represented the company during the 11th Philippine Quill Awards held at the Crowne Plaza Galleria Manila in November 12.