

Pru Life UK reaps three honors at 48th Anvil Awards

For its public relations initiatives on financial literacy for the youth, employee engagement and internal communications, the country's lone British insurer Pru Life UK bagged three Merit Awards at the 48th Anvil Awards.

Cha-Ching, Pru Life UK's Financial Literacy for the Youth Program, was conferred an Award of Merit in the PR Programs – Education/Literacy Category. Cha-Ching is a multi-platform program focused on four basic money management pillars: earning, saving, spending and donating. Cha-Ching teaches money-smart habits to children via a multi-touch point syllabus with musical cartoon 'edutainment' episodes featuring a band of six characters as the primary tool to attract and sustain the attention of children, promoting easier recall and comprehension of concepts.

To date, Pru Life UK has partnered with the Department of Education to integrate Cha-Ching in two pilot public schools, established partnerships with eight private educational institutions, taught money smarts to 10,294 children, trained 105 teachers in public and private schools, and has reached out to about 12,689 parents and adults.

Likewise, *Ikaw Na!*, Pru Life UK Employee Welfare Committee (EWC) 2012 initiatives received an Award of Merit in the PR Programs Directed at Specific Stakeholders – Employees, Retirees and/or their Families Category. *Ikaw na*, a popular catchphrase, was utilized by the Pru Life UK EWC 2012 to develop a two-fold mission in their platform to serve the Company's employees – to put the needs of every employee first, assuring them that their organization champions causes for their personal welfare, and a call to action for everyone to find ways to extend their influence and contribution.

In the PR Tools – Multimedia – e-Publications Category, PruTimes, an employee magazine of Pru Life UK, was given an Anvil Award of Merit for capitalizing on the potentials of digital innovations in their internal communications platform. Pru Life UK is continually transforming and developing PruTimes into a hip, multi-media publication that appeals to majority of the workforce and agents – the "techies" and young professionals in the digital age – and also serves as a benchmark for other Company communication tools.

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



Pru Life UK celebrates three victories for the 48th Anvil Awards headed by SVP and Chief Marketing Officer Belle Tiongco and SVP and Chief Human Resources Officer Rey Revoltar (*center*). Also in picture are AVP for Advertising and Communications Reena Villamor (8th from left), Senior Manager for Brand Activation and Community Relations Gizelle Camua (9th from left) and the Pru Life UK Brand and Communications team.



Pru Life UK receives an Anvil Merit Award from 48th Anvil Awards Committee Member Edgar U. Timbungco, APR for Cha-Ching – Pru Life UK Financial Literacy for the Youth Program. Accepting the award are (second from left) SVP and Chief Marketing Officer Belle S. Tiongco, AVP for Advertising and Communication Reena Villamor, Senior Manager for Brand Activation and Community Relations Gizelle Camua and Brand Communications Specialist Ronald Estayola.



Pru Life UK receives an Anvil Merit award from 48th Anvil Awards Committee Member Joji Banzon for Pru Times, an employee magazine. Receiving the award are Brand Communications Specialists Jezreel Menia, Coreen Chan, AA Abjelina and Sam Tadeos.



Pru Life UK receives an Anvil Merit Award from 48th Anvil Awards Committee Member Edgar U. Timbungco, APR for *Ikaw Na!* Pru Life UK Employee Welfare Committee (EWC) 2012 Initiatives. Receiving the award are SVP and Chief Human Resources Officer Rey Revoltar and Brand Communications Specialist and EWC 2012 member Johann Vicencio.