

## **Jubilee Life wins prestigious Effie Award in the Insurance Category**

Karachi, July xx, 2020: Jubilee Life Insurance, Pakistan's leading private sector life insurance provider, has been awarded the prestigious Effie Award in the Insurance Category at this year's awards ceremony which was held virtually. This is the first time any insurance company has won the award in this category and Jubilee Life has been recognized for their 'Hum Insurance Nibhatay Hain' campaign. Jubilee Life was the only shortlisted company in the Insurance category.

Jubilee Life Insurance has continuously placed emphasis on building trust with its consumers and making efforts towards minimizing their financial insecurity. The award-winning campaign revolved around three focus areas of health, education and savings which consumers of the insurance sector place most importance towards.

The award is a testament to Jubilee Life's winning approach and unrelenting commitment towards creatively communicating with their customers and building a genuine relationship. The assessment by Effie Pakistan is based on identifying and ranking the most active marketers, brands and agencies and analyzing finalists and winners keeping strict criteria of the effective marketing efforts made in the previous year.

Speaking about this achievement, Javed Ahmed, Managing Director & CEO, Jubilee Life Insurance stated, "Winning the award is a great achievement for everyone at Jubilee Life and our partner Prestige Communications. It is a reminder of the hard work and effort that they have put all throughout the previous year. It, of course, always feels good to receive acknowledgement for any work which has been executed with a lot of passion. There had been several challenges along the way, but our team managed to deliver excellent work, and we are grateful to all jury members of Effie Pakistan for recognizing it. This will serve as motivation for us to continue working even harder to craft narratives which resonate with our customers."

Jubilee Insurance is a global brand of the Aga Khan Fund for Economic Development (AKFED) that offers diverse insurance solutions (life, health and general) in the Asian and East African markets. Jubilee Life in Pakistan offers a uniquely designed range of life and health insurance plans, catering to various customer segments and needs. These include retirement, child education, marriage, saving & protection, wealth accumulation, life insurance plans for women, rural insurance plans and life and health insurance solutions for the less privileged of our country.

Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing that contribute to a brand's success. Effie Pakistan is a not-for-profit initiative with the mission to champion and improve the practice and practitioners of marketing effectiveness. It honours the most significant achievement in marketing communications: ideas that work.