



NEWS RELEASE

For immediate release

Singlife Supports Singaporeans' Dreams in New Brand Campaign

SINGAPORE, 1 July 2024 – Leading homegrown financial services company **Singlife** today launches its latest 360 “Dream” campaign, which emphasises its role in helping Singaporeans achieve financial freedom.

It launches with a brand film, the third starring Mediacorp artiste and Singlife brand ambassador Pierre Png, which builds on the story of its 2023 campaign, “The Dream”. The 2024 Dream campaign continues to play on the local expression “Caaaaan!” to encourage consumers to dream big, and plan so they can achieve their goals in life, no matter how big or small.

The 2024 Dream: Eco Home

Kicking off the campaign is a light-hearted film titled “The Dream: Eco Home”. Inspired by Singaporeans’ responses in Singlife’s 2023 Financial Freedom Index (FFI), the commercial taps into the insight, that many Singaporeans see the ability to give back to society as one key indicator of financial freedom.

It follows the story of a couple who dream of building an eco-home, reflecting an increasing focus on a sustainable, zero-waste future for all. Unfazed by their ambitious aspiration, the couple’s financial adviser assures them that their eco-dream can become a reality. Singlife brand ambassador, Pierre Png, makes his appearance as the couple’s helpful ‘dream’ neighbour.

“The Dream: Eco Home” will be rolled out over the coming weeks through an integrated, multi-channel communications strategy, encompassing TV, digital, social and out-of-home advertising (OOH).

The Dream Cube

Complementing the campaign film is an immersive digital portal called “The Dream Cube”, which consumers can take part and envision their own financial freedom dream. The digital and interactive online portal leverages generative AI to give consumers a glimpse of their own financial freedom dream. Participants answer three questions and are then taken through a flow of scenarios. Ultimately, an AI-generated image of their financial freedom dream will be revealed in the palms of their hands through their mobile devices.

Singlife Group Head of Brand, Communications, Marketing and Experience, Debra Soon, said: “We want to empower Singaporeans and partner them on their journey to achieve financial freedom. By showing them their dream, we hope it will inspire them and remind them that with proper planning, the dream can become a reality. Singlife is here to be the partner of choice for achieving their goals, no matter how big or small.”

To watch Singlife’s new brand campaign film, please visit <https://youtu.be/AwTN-txJY2M>.

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About Singlife

[Singlife](#) is a leading homegrown financial services company, offering consumers a better way to financial freedom. Through innovative, technology-enabled solutions and a wide range of products and services, Singlife provides consumers control over their financial wellbeing at every stage of their lives.

In addition to a comprehensive suite of insurance plans, employee benefits, partnerships with financial adviser channels and bancassurance, Singlife offers investment and advisory solutions through its [GROW with Singlife](#) platform. It also offers the Singlife Account, a mobile-first insurance savings plan.

Singlife is the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. Singlife is also an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment, affirming its commitment to finding a better way to sustainability.

The merger of Aviva Singapore and Singlife was announced in September 2020 and created one of the largest homegrown financial services companies in Singapore in a deal valued at S\$3.2 billion. It was the largest insurance deal in Singapore at the time.

Singlife was subsequently acquired by Sumitomo Life in March 2024, one of Japan’s leading life insurers, which valued Singlife at S\$4.6 billion, making the transaction one of the largest insurance deals in Southeast Asia.