



NEWS RELEASE

For immediate release

Singlife's New Brand Campaign Empowers Singaporeans to Say 'Caaaaan!' to Financial Freedom



SINGAPORE, 22 September 2023 – Singlife, a leading homegrown financial services company, today unveils its latest brand campaign, designed to inspire and empower individuals across Singapore to embrace the 'can-do' spirit on their journey towards financial freedom.

Singlife's new campaign uses the quintessentially local expression "Caaaaan!" throughout its marketing and communications assets, highlighting the parallels between its brand story and Singapore's national journey. This colloquial phrase is a tongue-in-cheek reference to Singapore's spirit of resilience and determination, while simultaneously underscoring Singlife's commitment to helping Singaporeans achieve their financial goals.

The brand campaign taps on Singaporeans' desire to attain financial freedom, drawn from Singlife's first-ever [Financial Freedom Index](#) (FFI), a study that surveyed 3,000 Singaporeans and Permanent Residents to understand their financial attitudes and behaviours. As financial freedom holds varying definitions for individuals at different life stages, Singlife is committed to helping consumers realise their financial freedom aspirations.

Titled "The Dream", the campaign depicts the aspiration of everyday Singaporeans to retire early with peace of mind. In this narrative, a middle-aged couple embarks on an adventurous retirement journey, living in an RV amidst lush greenery and exploring the world. Mediacorp celebrity Pierre Png, Singlife's brand ambassador, makes a special appearance as their 'dream' neighbour before the film rounds up with the significance of pursuing one's dreams, and how Singlife empowers Singaporeans to take the first step in achieving their unique vision of financial freedom.

"The Dream" will be rolled out over the next few weeks through an integrated, multi-channel communications strategy, encompassing broadcast, radio, digital, and out-of-home advertising (OOH).

Debra Soon, Group Head of Brand, Communications, and Marketing, Singlife, explained that "The Dream" builds on Singlife's first campaign, "[The Jugglers](#)", which resonated with Singaporeans. The new campaign focuses on individual dreams and reinforces the message that Singlife is a trusted financial partner that empowers individuals to achieve a better way to financial freedom, eliminating the need to juggle their finances.

"Some people have grand dreams, while others have modest ones – all are entirely valid. Whatever your dream, Singlife is here to help you confidently say 'can' and achieve it with financial freedom," said Debra.

Singlife's brand campaign was conceptualised and produced by MullenLowe Singapore, the local branch of the London-based creative agency, MullenLowe Group. Singlife selected MullenLowe Singapore as its creative agency for a one-year contract following a competitive three-month tender process from December 2022 to March 2023.

Paul Soon, Chief Executive Officer, MullenLowe Singapore and China, expressed, "Singapore stands out as a unique example globally, where people from diverse backgrounds come together with a 'can-do' attitude to build a nation that breaks norms. In partnership with Singlife, our goal was to craft a campaign that inspires honest conversations among Singaporeans, instilling in them the confidence and reassurance needed to believe they can pave their own way to financial freedom."

Singlife will also launch an OOH activation event in the first quarter of 2024, known as "The Dream Cube." This immersive and interactive experience, powered by generative AI, will enable

the public to visualise their idea of financial freedom coming to life. More details about the visual experience will be revealed in the coming months.

To watch Singlife's new brand campaign, please visit bit.ly/thedream-singlife.

For information about Singlife's Financial Freedom Index, please visit: singlife.com/ffi.

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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.

First announced in September 2020 and valued at S\$3.2 billion, the merger of Aviva Singapore and Singlife was the largest insurance deal in Singapore then and created one of the largest homegrown financial services companies in the republic.