

Allianz Ayudhya launches new advertising campaign “Lucky that you can choose”



Allianz Ayudhya launches new advertising campaign “Lucky that you can choose” to raise awareness, understanding and encourage Thais to prepare for illness and peaceful death

Allianz Ayudhya Assurance PCL, life and health protection leader, today launches a new advertising campaign “Lucky that you can choose” to highlight the company’s total solutions that taking care of both body and mind of its customer. The campaign also aims to create a phenomenon in the Thai society to be aware of the preparations for the last-stage patients. Whether or not the customer chooses the full treatment at the hospital or palliative care at home, Allianz Ayudhya is always there to provide solutions to support every decision made.

Ms Patchara Taveechaiwattana, Country Chief Customer Officer, Allianz Ayudhya Assurance PCL, stated that in the midst of the fierce competition in the life and health insurance business, Allianz Ayudhya differentiates itself from competitors by making a clear positioning that we are the insurance company who not only compensate for medical bills, but also a friend who is always there for the customers. We help them think and take care of them physically and mentally, including their feelings and that of their loved ones.

“Hence, our advertising campaign this year remains focused on the communications to present our holistic care services, which include both medical insurance coverage and additional health services without charge to provide customers with physical and mental care. We take Palliative Care, which is considered a new issue for Thai society. Therefore, the purpose of this advertisement not only conveys our comprehensive service, but also educates about palliative care and pointing out that prior discussion between patients and families are important. Patients should be involved in decision making on their own treatment options, so as to prepare and make plans regarding their pain and death before they are unable to do so. Allianz Ayudhya is ready to take care and support in every way you choose,” Ms Patchara added.

The “lucky that you can choose” commercials illustrates a situation that many families may have been facing, regarding decision making on the treatment options for terminally ill patients. It presents a story of one family that the father is sick in the hospital. After the mother informed her son that his father wants to go home, he has to make a decision when the doctor asked if he wants his father to be treated in the hospital still or take him home. The son is confused and torn between being a good son means treating his father with all medical equipment possible since the insurance policy cover the medical expense anyway. Or take his father home as he wishes while the insurance policy also provides Nursing Care services that he can take care of his father at home.

Ms Patchara added that the highlight of this commercials is not only about the provoking topic on Palliative Care, but also the interactive format that allow the audience to engage and select the options. The result will be different based on the chosen way, but there is no right or wrong. The aim is to encourage the audience to aware about the choices and the luck that we can determine by ourselves. This is the first time that we educate the audience about the Palliative care while urging people to see the importance of their preparation for pain and death. And we believe that this commercial should help reinforce the image of Allianz Ayudhya as a leader in life and health insurance products that provide more than life insurance and claim. We are always with you; taking care of physical, mental and feelings

“This advertisement is the beginning of a campaign that will create awareness among Thai people so that they have more knowledge and understanding about Palliative Care. After this we will have ongoing activities, both educating and sharing good information through various media as well as from real experience through the Healthy Living channel and the Healthy Living Day activity which will be held in November. Interested persons can follow the activities from this campaign via www.azayfan.com/holistic-care Ms Patchara concluded.