

## PRESS RELEASE

*For Immediate Publication*

### **PruBSN is the first takaful operator to win Gold award at the APPIES**

Recognised for outstanding campaign for *PruBSN Anugerah* plan

**Kuala Lumpur, 26 April 2018** – Prudential BSN Takaful Berhad (PruBSN) was honoured with the Gold award at the recent APPIES Malaysia 2018. The award recognised the outstanding marketing campaign of *PruBSN Anugerah* plan, further reinforcing the company’s strategic focus on developing innovative and customer focused products to meet the needs of the Malaysian population.

APPIES is an annual festival for the best and most innovative marketing campaigns in Malaysia and across Asia. Only outstanding campaigns that have unique marketing success stories will go on to ultimately win the APPIES Gold or Silver medals. This year, 54 marketing case studies from various organisations were presented and further evaluated by more than 30 decision makers from the marketing field.

PruBSN’s was recognised for the solid execution of its *PruBSN Anugerah* value proposition which tied in very closely with its targeted customer segment. The success of the campaign was further affirmed by significant response in the product in a short span of three months.

Commenting on the success, Chief Marketing Officer of PruBSN, Wan Saifulrizal Wan Ismail said “This is a tremendous recognition for all of us involved with the creation and promotion of *PruBSN Anugerah*, and we are truly honoured to receive this recognition from APPIES. My appreciation also goes out to our customers and agents for their continued support. Across everything we do, we remain focused on developing customer-centric solutions that genuinely fulfill the evolving needs of our customers.”

*PruBSN Anugerah* was introduced to address the large protection gap in Malaysia. Various studies, including Bank Negara Malaysia’s, revealed that only a third of the Malaysian population are protected by takaful or insurance. Even for those who are insured, there is still a large protection gap of RM553,000 to RM723,000 per family, which is the amount needed to maintain their existing standard of living if the primary wage earner pass away.

Ideal as a starter takaful plan for young adults or families who are looking for their first protection solution, *PruBSN Anugerah* is affordable and simple, and can be further customised with rider options for medical and critical illness coverage. The minimum contribution of the plan is as low as RM50 per month. Customers also have the flexibility to select their basic sum covered, benefit term and contribution frequency.

To learn more about *PruBSN Anugerah*, go to [www.prubsn.com.my/en/our-products/products/prubsn-anugerah/](http://www.prubsn.com.my/en/our-products/products/prubsn-anugerah/) and make an appointment with PruBSN Takaful Consultants for free consultation.

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### About Prudential BSN Takaful Berhad

Established in 2006 through the licence awarded by the Central Bank of Malaysia, Prudential BSN Takaful Berhad (PruBSN) is a joint venture between the UK-based Prudential plc and Bank Simpanan Nasional, two financially strong companies in their respective fields of expertise. Today, PruBSN is the country's leading takaful operator providing financial security to the Malaysian population and their families.

PruBSN has over 16,000 takaful consultants serving nearly 850,000 customers with many impressive firsts in the local takaful industry and award wins under its belt. For seven successive years since 2011, PruBSN has been the Number 1 Family Takaful Operator. Its rapid growth is a direct result of its customer-centric approach, multi- distribution channel strategy, innovative solutions and technological leadership.

Driving on 'Takaful For All. For Life' proposition, PruBSN strives to build a strong and lasting impact to help develop Malaysia through protection of wealth and investment in capital markets, while realising our vision of being the first choice takaful provider for the people and communities.

Follow the channels below for latest PruBSN events and happenings:



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For media enquiries, please contact:

**Hafiz Felani**

Brand & Communications

(603) 2053 1037

[hafiz.felani@prubsn.com.my](mailto:hafiz.felani@prubsn.com.my)

**Rina Ali**

Brand & Communications

(603) 2053 1160

[wan.madrina@prubsn.com.my](mailto:wan.madrina@prubsn.com.my)