

## **HCF SHAKES THINGS UP WITH A BOLD BRAND REFRESH**

**Sydney, Friday, 13 May 2016** – HCF, Australia’s largest not-for-profit health fund, today reveals a bold brand refresh with a new multichannel marketing campaign, launching from 15 May 2016.

The brand refresh includes a new visual and verbal identity, new website, a new creative campaign and the roll out of major digital marketing transformation for the established health fund. The brand refresh marks a significant shift for the business, as HCF embarks on a journey to demonstrate true differentiation in the cluttered Private Health Insurance market.

‘Health Comes First’, the new creative platform born out of consumer insight around the demand for an insurer that puts health ahead of profits, will be taken across owned, earned and paid channels including direct member communications, sponsorships and ATL.

The creative platform is being brought to life through a new ATL campaign, titled ‘Health is...’, going live across metro and regional TV, cinema, digital, mobile, print, out of home, proximity, social, point of sale and PR. Demonstrating the importance of health, the creative highlights HCF’s key point of difference among its major competitors, with the powerful statement “Health Is...Not-For-Profit”.

Jenny Williams, Chief Marketing Officer, HCF, says: “The new brand proposition and visual identity allows us to talk about ourselves differently, in a bolder and more memorable way.”

“Above all else, in everything that we do, we put our members’ health first. We believe being a not-for-profit is a powerful proof-point for consumers, and this new direction aims to illustrate what this means for our members.”

The new TVC demonstrates a clear shift in creative direction for HCF, featuring a high-energy drumbeat driven soundtrack and bold text overlaid on shots of real Australians, some of whom have conquered serious personal health issues, including a double-amputee surfer, a breast cancer survivor with a double mastectomy, and a professional footballer recovering from a damaged spine.

Jenny Williams says: “Our new creative showcases the health trials and triumphs of some extraordinary Australians, and shows what “Health Is” – something to be valued, invested in and taken seriously. Health is so important, yet we often take it for granted until there is a problem. Health also means different things to different people. The creative also showcases the big and small things that mean good health to people.”

The brand refresh comes as HCF continues to grow and expand its digital footprint with the launch of four new lifestyle apps, available to both members and non-members. Designed to

assist people in a range of health areas including Exercise (Get Fitter), Mindfulness (Be Happier) Quit Smoking and Nutrition (Eat Better) to follow after the launch.

“Our key brand proposition remains unchanged – we are Australia’s largest not-for-profit, putting members’ health first since 1932. Our new brand campaign will increase awareness of our not-for-profit status and help consumers understand why that is good for them,” Jenny Williams says.

“This is another step in the long-term process of transforming the HCF brand, and we will continue to evolve and achieve our vision of making healthcare understandable, affordable, high-quality and customer-centric.”

Agencies: Advertising Creative - The Monkeys; Media – Match; Brand & Segmentation – Push Collective; PR – Buchan; Website – Deloitte and Apps – Project Factory.

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***Issued on behalf of HCF by Buchan Consulting. For more information, contact:***

**Laura Sharkey**  
**P: (02) 9237 2819**  
**M: 0422 857 763**  
**E: [lsharkey@buchanwe.com.au](mailto:lsharkey@buchanwe.com.au)**

**Michelle Ryan**  
**P: (02) 9237 2821**  
**M: 0404 381 886**  
**E: [mryan@buchanwe.com.au](mailto:mryan@buchanwe.com.au)**

### **About HCF**

HCF is Australia’s largest non - profit health insurer, currently covering more than 1.5 million Australians. To learn more about HCF go to [hcf.com.au/about](http://hcf.com.au/about) us