

Teachers Assurance encourages people to think ahead with new brand

Teachers Assurance, the financial services provider who has been working with teachers and their families since 1877, has today announced the launch of their new brand, designed to help teachers, individuals and families to think ahead when it comes to their finances.

The new Teachers Assurance brand uses striking origami imagery to encourage consumers to think ahead to what they could make from their money. Head of Brand at Teachers Assurance, Abby Bowman, shares her thoughts about the innovative new branding:

“We know that our customers are busy people who don’t always have the time to plan for the future or think about their finances. That’s why Teachers Assurance is here to help by encouraging people to start saving and to plan for their future. By using the concept of origami we’re encouraging busy individuals and parents to think ahead about what they could make from their money for themselves and their families.

“We know there are lots of things people could be saving for including a new house, a holiday of a lifetime, children’s university fees or even their own retirement. Whatever the end goal, Teachers Assurance can help customers to make rewarding, sensible financial decisions.”

The branding has been developed by the organisation’s in-house team and has been created in close conjunction with Members of the organisation in order to ensure it successfully appeals to Members and future customers.

The launch of the new Teachers Assurance brand for 2014 follows a successful year for the financial services organisation, which was voted the strongest With-Profits life office in the UK for the seventh year running by Money Management. This annual survey measures organisations by their Free Asset Ratio (FAR) which considers the percentage by which assets exceed liabilities.

Teachers Assurance offers a range of savings, investments and insurance to individuals and families in the UK. To find out more visit the new website at www.teachersassurance.co.uk or call 0800 056 0563. Alternatively, follow the company on Twitter, Facebook or LinkedIn; simply search for Teachers Assurance.

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Notes to Editor

About Teachers Assurance

- Teachers Assurance was set up in 1877 and today offers a range of savings, investments and insurance products for individuals and families that are designed with teachers in mind
- Teachers Assurance does not offer financial advice
- As a friendly, mutual society, profits are invested to help support customers and future customers or shared with Members
- Teachers Assurance was started by what was to become the National Union of Teachers in 1877. Although the company is now separate to the Union, we still work in partnership and Teachers Assurance is endorsed by the NUT to provide financial services to members.

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