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Tokio Marine Malaysia launches new identity

KUALA LUMPUR: Tokio Marine unveiled its new collective corporate brand identity Tokio Marine Insurance Group consisting of its life and non-life companies in Malaysia. This rebranding reflects a renewed commitment to provide a unified customer experience through a one-stop marketing platform as a provider of comprehensive insurance solutions to meet the varying needs of customers.

The brand campaign entitled "Ready For What's Next" kicks off nationwide on major media platforms focusing on key moments and decisions that people make in their lives and how insurance solutions offered by Tokio Marine Insurance Group meets their needs and challenges at different life stages. A new corporate website (tokiomarine.com) was earlier launched with the new brand colours to provide customers, business partners and advisers a single platform to access information.

Tokio Marine Insurance Group supports customers' aspirations

with a pragmatic approach with the objective of making progress personal. Tokio Marine's commitment to its customers in their continual journey of progress is reflected in the "Arc of Progress", a symbol which is evident in the brand campaign.

The rebranding marks another important milestone for Tokio Marine's history of over 65 years in Malaysia. It further unites its businesses and gives both its Life and General insurance companies wider reach in the local insurance industry. A unified brand gives customers confidence that Tokio Marine is a trusted brand and looking after all their insurance needs.

Both Tokio Marine Life Insurance Malaysia Bhd. and Tokio Marine Insurans (Malaysia) Berhad are member companies of Tokio Marine Holdings, Inc. in Japan. The Tokio Marine Group has more than 130 years history being the oldest and one of the largest insurance group in Japan.



NEW CORPORATE LOOK... Tokio Marine employees showing off their laptops and tablets inspired by the new corporate theme.