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Tokio Marine launches new brand 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's rebranding reflects a commitment to provide a unified customer experience as a provider of comprehensive insurance solutions to meet the varying needs of customers.