

## Vivaz launches its new advertising campaign directed by Daniel Sánchez Arévalo, gifts two months of medical insurance to new customers and offers an advanced telepharmacy service

- Vivaz, the health brand of the Línea Directa group, is launching a new advertising campaign directed by the screenwriter and director Daniel Sánchez Arévalo and is positioned as the health insurance provider that offers direct access to the best medical specialists, tests, hospitals and an advanced telepharmacy service at the most attractive price.
- Vivaz, aware of the inflationary backdrop and the growing interest in agile healthcare in Spain, complementary to Public Health, is offering new customers medical insurance at a very competitive price (from € 15.90/month) and is offering two monthly payments to new policyholders.
- Under the title "We all have a hypochondriac inside", the brand is presenting the creative concept of the new campaign ads, referring to the figure of the hypochondriac that we all have inside as a communication vehicle to publicise health insurance among all users with an empathetic and humorous tone.

*Madrid, 12 September 2022.* Vivaz, the health brand of the Línea Directa group, is launching an advertising campaign entitled "We all have a hypochondriac inside" directed by the screenwriter Daniel Sánchez Arévalo, who has been awarded a Goya for best new director and directed films such as "Dark Blue Almost Black" (2006), "Cousinhood" (2011) and "Family United" (2013). He is also about to premiere his first series "The Girls at the Back" on Netflix. This latest Vivaz advertising campaign has been carried out in partnership with the Sioux & Cyranos agency.

Vivaz, aware of the inflationary backdrop and the growing interest in Spain in agile health care, complementary to Public Health, offers the best medical specialists, advanced diagnostic tests, speed and comfort. This is why it is launching **a new commercial offer of a medical insurance policy at a very competitive price (from € 15.90/month) and gifting two monthly payments to new policyholders.**

The campaign, which will feature a series of different ads, will reinforce the message that Vivaz is the health insurance provider that offers direct access to the best medical specialists, tests, hospitals and an advanced telepharmacy service at the most attractive price.

This **trailblazing telepharmacy service from Vivas enables medicines to be collected from the pharmacy and delivered to the home of the policyholder when they are required.** In this way, along with the electronic prescription and telemedicine services already offered, this health insurance policy provides a comprehensive, 100% digital service to the customer.

**This series of ads are part of the new advertising strategy of the Línea Directa Group, which is now aligning its health insurance brand, Vivaz, to its 'The value of being direct' claim** in which it focuses on the customer and highlights the value of solidity, innovative coverage and the excellent service that as a large multi-branch insurance group it offers across all of its business lines (Motor, Home and Health).

The starting point for Vivaz's new campaign is that everyone needs to have regular preventative medical check-ups to monitor their health and avoid concerns arising from self-diagnosis. The ads show relatable situations which the viewer identifies with, such as searching for information on an ailment online rather than visiting a doctor or specialist. To this end, **Vivaz employs the figure of the hypochondriac that we all carry inside as a communication vehicle to publicise health insurance among all users with an empathetic and humorous tone.**

This new advertising campaign maintains the characteristic humorous tone and disruptive character of Línea Directa Aseguradora. These first two ads will be followed by new versions in the coming weeks, with more funny and relatable situations in which hypochondria will remain the creative hook.

According to **Antonio Valor, Head of Marketing of the Línea Directa Group**, "this new Vivaz campaign strengthens our brand personality and raises awareness of health insurance in such challenging economic circumstances as those we are currently experiencing. It is a campaign that upholds our core values: quality of service, competitive pricing and outstanding medical staff. We also want to emphasise the importance of regular medical check-ups for customers. At the same time, however, we are keen to highlight the dangers of self-diagnosis and how easy it is, instead, to go to the doctor with an insurance policy like Vivaz's."

### **About Vivaz**

**Vivaz** is the health brand of **Línea Directa Aseguradora S.A.** It offers innovative health insurance that is easy to manage, providing excellent value for money and comprehensive healthcare for policyholders. Its medical resources include 30,000 professionals and 1,000 health centres. It is also the first health insurance to reward its customers for having healthier lifestyles, with direct discounts on their policy and other gifts in its marketplace.

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