



Field
Update



September 19, 2011

Aviva's Digital Roadblocks Begin Tuesday

Aviva sees people – not policies, and that message will be on full display this week on major cable network websites, including CNN, FoxNews and AOL. The online presence is aimed at reinforcing our ongoing national "People Before Policies" brand campaign.

The digital roadblocks will run all day Tuesday, Wednesday, Friday and Saturday.

It's called a digital roadblock because all banners featured on these sites are from Aviva, delivering high-impact advertising without messaging from other advertisers.

Below is the roadblock schedule and where ads will run:

FoxNews roadblock: 9/20

- Homepage: www.foxnews.com
- US News: www.foxnews.com/US
- FoxBusiness.com: www.foxbusiness.com

FoxNews roadblock: 9/21

- Us News: www.foxnews.com/US

AOL roadblock: 9/21

- Daily Finance: www.dailyfinance.com

CNN roadblock: 9/23 and 9/24

- Politics: www.cnn.com/POLITICS
- US News: www.cnn.com/US

The ads are part of our 2011 Aviva USA Brand Campaign, aimed at building broad-based brand awareness. They demonstrate how we view our customers differently than other insurers.

So, be on the lookout for our latest effort to increase our brand awareness.

Increasing Promotion of the Aviva Brand

The "People Before Policies" brand campaign kicked off in April, with TV spots shown during top-rated primetime shows and on various cable channels. In addition, the [TV commercials](#) are airing during college football broadcasts televised by ESPN and ABC this fall.

What's more, our brand promise "We are building insurance around You", our Youmanity initiatives, and the ways we are building our brand nationwide have also been recognized in leading trade publications, including [InsuranceNewsNet](#), [LOMA Resource](#), and [Life Insurance International](#).

Aviva knows you're focused on growing relationships and finding solutions for your clients. That's why we are pleased to help you build your business by offering increased recognition of the Aviva brand.