

# Happiness campaign from APA Insurance

NAIROBI, Kenya - Coinciding with the International Day of Happiness, a new campaign to ensure happiness has been unveiled by APA Insurance, which is part of the Apollo Group. Its new brand campaign for 2018, is titled *Insuring Happiness*.



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In the recent World Happiness Report for 2018, Kenya ranked 124 out of the 156 countries surveyed – down 12 spots from last year's report and substantially below many other African countries. The annual report reviews the state of happiness in the world today and shows how the new science of happiness explains personal and national variations in happiness.

"APA Insurance believes that everyone is in pursuit of genuine happiness," commented the Apollo Group CEO, Ashok Shah. "This campaign was created with all Kenyan's in mind and addresses the issues, we are facing as a nation, to try and increase the state of our happiness.

"Creating a happier society requires action at all levels - not just from political leaders and institutions but also from individual citizens. When we do things to bring happiness to others, everyone benefits."

The ads, which are centred around the belief that "insurance is about people, not things", seek to build an emotional connection by focusing on what matters most to people – making them happy by insuring their happiness.

“We want the Day of Happiness to be a celebration of acts of generosity, kindness, enthusiasm and connection - focused on bringing happiness to others,” said Catherine Karimi, chief executive officer, APA Life Assurance.

“The concept of *Insuring Happiness* is about life and having the security of looking after – your family, business, assets or future goals. We aim to, no matter the circumstance, to achieve, as individuals and a nation, happiness by offering our customers a comprehensive range of products and services to cover diverse personal and business requirements for insurance and investments.”

“The creation of the International Day of Happiness followed on from the first ever United Nations [conference on Happiness and Wellbeing](#) and an earlier [UN resolution](#) calling for member states to place a greater focus on the happiness of their citizens,” commented APA Insurance, chief executive officer, Vinod Bharatan. “We have launched the campaign not just to spread happiness for one day or 356 days but for the rest of life.”

Focused on insuring happiness, the campaign consists of television, radio, print and online advertising to depict a range of situations where people can achieve happiness. The campaign will be rolled out over the next year.

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