

SOLENN, NICO, MOND JOIN PHILAM LIFE'S CAMP #LIVEBETTER

To demonstrate how easy and rewarding it is to live longer, healthier and better, Philam Life insurance company introduced a wellness campaign called Camp #LiveBetter.

Launched at the start of the year, Camp #LiveBetter is powered by Philam Vitality, Philam Life's wellness program that helps encourage an active, healthy lifestyle by giving customers rewards for knowing and improving their health.

The three-part web series follows the 14-day journey of three teams as they make the most out of their Philam Vitality-integrated insurance policies to train, strategize and have fun while living healthier lives.

These teams are headed by Philam Life brand ambassadors Mond Gutierrez, Nico Bolzico and Solenn Heussaff, who are each joined by a Philam Life financial advisor and a Philam Vitality member.

"It's all in good spirit. We're all here to promote living a better life. It's all about knowing what's important to you—health, well-being and finances. I think Nico, Solenn and myself are a true testament to that because that's

what we try to do every single day of our lives," said Gutierrez, one of Camp #LiveBetter's life coaches.

Each trio battled it out for #LiveBetter supremacy as they went through various challenges related to fitness, wellness, food and finance.

At the end of two weeks, Team Mond emerged victorious, as Arnold Damian Jr. accumulated the most points from all the challenges.

Aside from winning a luxurious wellness trip to Bali, Indonesia, Damian's life has changed for the better. "Thanks to Mond's guidance, I was able to prove to myself that I can live a healthier life," he said. "With Philam Vitality, it's something I can continue doing outside the camp."

Launched in 2017, the #LiveBetter campaign makes healthy living more accessible to Filipinos, who see health as a primary concern, according to the 2016 Healthy Living Index.

But this does not translate into action, creating a gap between their concern and what they actually do. Philam Life sees this gap as an opportunity and has focused on capturing the wellness sphere.