



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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MANULIFE FINANCIAL LAUNCHES NEW DRTV CAMPAIGN FOR FLEXCARE

TORONTO: Northern Lights Direct Response has created a new direct response television (DRTV) campaign for Manulife Financial's Flexcare individual health and dental insurance product.

The latest in a series of DRTV campaigns Northern Lights has created for Flexcare in the past six years, the 120- and 60-second DRTV commercials explain why Flexcare will appeal to anyone who is concerned about unexpected healthcare and dental costs that are not covered by government plans.

"DRTV has proven to be highly effective at delivering a measurable ROI for the Flexcare brand over the years," says Bob Doyle, Director, Strategic Marketings, Affinity Markets for Manulife Financial.

Ian French, President and Executive Creative Director for Northern Lights, believes the continued success is attributable to more than one factor. "Many people don't have the security of health and dental insurance – Flexcare fulfills that need," French says. "We address that need in the DRTV campaigns we create for Flexcare, while incorporating fundamental DRTV principles and Manulife Financial's high-quality brand standards."

The campaign rolls out this week.

Northern Lights Direct Response is a leading brand-based direct response agency in North America. We offer full turnkey strategy, media, creative and production services in the U.S. and Canada for Direct Response Television, Direct Response Radio and Direct Response Online campaigns. Clients include: **Manulife Financial, BMG Columbia House, Lavalife, Sports Illustrated, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

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