



Case Study

Bringing colour to white label



Marketing Planning



Awareness



Lead Nurture



Lead Conversion

Cigna Insurance

Cigna Insurance Services is one of the UK's leading providers of specialist insurance services and affinity marketing solutions and is the silent partner behind many of the UK's largest brands. As a top three award-winning provider of bespoke and white label solutions to the travel, life, health & accident, protection and legal protection sectors, Cigna helps their clients generate millions in additional revenues.

Cigna picked CMFG to work with them delivering content and messaging through multiple channels including their direct business development campaigns.

www.cignainsurance.co.uk



CMFG - the b2b marketing agency
a team of creatives, planners, digital techies, writers and project managers that help create and deliver standout multi-channel campaigns.
We help clients sell!

www.cmfg.co.uk