

The Cigna Group Brand Launch

CLIENT: The Cigna Group | AGENCY: The Cigna Group Internal Agency

As a global health company, The Cigna Group was launched in February 2023 to support our enterprise's enhanced business strategy. The new corporate brand needed a bold and distinctive positioning and identity, while recognizing the connections to the roots of its two divisions, Cigna Healthcare and Evernorth Health Services. The new brand reflects our trailblazing spirit and constant drive to develop inventive solutions and motivate others to share in our vision for a healthier future.

