

# The Cigna Group Employee Brand Video

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

In launching our new corporate brand The Cigna Group, our 77k internal employees were a critical first audience to reach. The "Employees as Brand" video was one of several launch assets in our internal launch campaign, featuring the voices and unique stories of our own colleagues, and demonstrating their direct impact on our mission: to improve the health and vitality of those we serve.

