

SAMOA LIFE NEWSLETTER

A NEW EDITION

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PRE-INDEPENDENCE DAY CLEAN UP

Welcome to the June 2023 edition of the Samoa Life Quarterly Newsletter, where we share stories of engagement, community spirit, and meaningful contributions to our beautiful nation. In this issue, we kickstart our quarterly updates with a special feature on the Pre Independence Clean-Up Day, an event that marked the beginning of a vibrant quarter for Samoa Life.



As part of our commitment to making Samoa a cleaner and more beautiful place, Samoa Life staff once again proudly participated in the annual Pre Independence Clean-Up Day. Held in June, this event brings together ministries, corporations, and communities to ensure our town area is pristine and inviting as we prepare to celebrate our nation's independence.



Samoa Life has consistently supported this initiative, working hand in hand with the government to create a cleaner Samoa. Under the banner of "Samoa Life at Work for a Clean Samoa," our staff actively participated in the clean-up efforts, demonstrating their commitment to our community and the environment.



Samoa Life is honored to be a part of this initiative and remains steadfast in our commitment to a cleaner Samoa. We believe in the power of community, collaboration, and collective action, and we will continue to support and actively participate in events that contribute to the betterment of our beautiful country.

INDEPENDENCE DAY 2023 >>>

Samoa Independence Day, is an annual event that Samoan people celebrated on the 1st of June every year, to reflect and commemorate the sacrifices made by our ancestors, for Samoa to be free from colonization. This year 2023, on the 1st of June marks 61 years of Samoan Independence as celebrated by the whole country. It was a first for Samoa Life after many years, to participate in the annual parade held at the Malae o Tiafau, Mulinu'u where it all started.

On the day of the Independence March, our staff exhibited remarkable dedication and patriotism. Despite the challenges posed by the massive crowds and traffic congestion, they arrived early, wearing their Samoa Life uniform with pride, eager to be a part of this cherished event.

At Samoa Life, we not only provide financial solutions but also uphold the values that make Samoa strong-unity, community, and commitment to a brighter future. Our staff's participation in the Independence March is a testament to these values.

We extend our heartfelt gratitude to each and every member of the Samoa Life team who joined the Independence March. Your commitment to our beloved country and your enthusiastic participation in this event exemplify the spirit of Samoa Life Assurance Corporation.



SAMOA LIFE - OFFICE RETREAT 2023

>>> JUNE 16TH - 18TH

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It was an incredible 3-day retreat filled with team building, inspiration, and growth! GM, Mrs. Heseti Sione - Vaai, emphasized the significance of teamwork and highlighted the crucial role of leadership in our organization. Her words resonated with each and every one of us, reminding us that together we can achieve greatness. We firmly believe that a strong team and an effective leadership are the keys to success in providing top-notch life insurance services to our valued clients. During the retreat, we had the opportunity to engage in various activities that support collaboration, communication, and personal development. From insightful workshops to interactive sessions, we gained valuable knowledge and honed our skills to better serve our esteemed clients and it was a resounding success! The positive energy, enthusiasm, and dedication displayed by our staff were truly exceptional. As a result, we return to the office with renewed passion and a shared commitment to excellence



SAMOA LIFE MARKETING TEAM TALKBACK SHOWS ON GOVERNMENT TV9 & 2AP

➤➤➤ JULY 5TH, 12 & 17TH

In the spirit of empowering our community with valuable knowledge, we're thrilled to share the highlights from our recent talkback shows that took place on July 5th, 12th, and 17th. These engaging broadcasts, hosted by the Government TV and 2AP Radio team, were dedicated to raising awareness and educating our community about the importance of life insurance.

Our talkback shows featured Marketing Team who shared invaluable insights, including:

- **Understanding Life Insurance:** Explaining the different types of life insurance policies and their benefits.
- **Financial Protection:** Highlighting how life insurance can protect your family's financial well-being.
- **Interactive Q&A:** Providing a platform for our audience to ask questions and seek clarity on life insurance matters.



We are delighted to share that these talkback shows were a resounding success! The engagement and participation from our community members were remarkable, and we're proud to have played a part in raising awareness about the importance of life insurance.

If you missed any of these enlightening talkback shows, don't worry! Recordings are available on our Samoa Life official Facebook page, so you can catch up at your convenience.

Together, we'll continue to learn, grow, and empower each other.

CELEBRATING SALES AGENTS AWARDS 2023

RECOGNIZING HARD WORK AND DEDICATION! 🌟

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August began with a blast as we celebrated our exceptional Sales Agents for their outstanding performance during FY 2022-2023! Their relentless dedication and hard work have truly paid off, and we extend our warmest congratulations to all of them.

🏆 Congratulations to Marieta Ifopo Sua for being recognized as the top sales agent overall! Your exceptional sales achievements have set a benchmark for excellence.

🏆 Ti'atele Uatifoti Fatu secures the 2nd place with impressive dedication and commitment. Well done on this remarkable achievement!

🏆 Nanai Sirovai Sila, congratulations on securing the 3rd place! Your contributions have played a vital role in our success.

In addition to these fantastic accomplishments, we are proud to acknowledge the special awards prepared by divisions within our Insurance services: (Marketing, Conservation, and New Business).

🏆 Marketing Engagement Excellence Award: congratulations to Ti'atele Uatifoti Fatu for winning this award again.

🏆 Policy Persistence Award prepared by The Conservation Team's was won by Fata Avaia. Well done on your outstanding contributions!

🏆 Exemplary Attitude & Politeness Award: Fata Avaia took this award prepared by New Business team for his exceptional attitude and politeness. Congratulations on your well-deserved recognition!

Mrs. Heseti Sione-Vaai, our General Manager, expressed her gratitude to the Sales Agents on behalf of Samoa Life Assurance Corporation's Management and staff. Her appreciation and support mean a great deal to the entire team.

Once again, congratulations to all our Sales Agents! Your accomplishments are a testament to your commitment, and we look forward to even greater achievements in the future. Keep up the outstanding work, and thank you for your continued efforts!



FATHER'S DAY CELEBRATION - HONORING THE CORNERSTONES OF SECURITY 🧑

➤➤➤ BOND BEYOND WORDS

Gathering to celebrate Father's Day holds significant meaning for Samoa Life Corporation. It shines a light on the vital role fathers play in the context of life insurance. In the spirit of love, respect, and appreciation, a heartwarming Father's Day celebration was done for all the fathers of Samoa Life! This special occasion was a tribute to the extraordinary fathers who are the pillars of our families and a source of inspiration for us all.

Fathers are the cornerstones of family stability and security. Their presence and responsibility are pivotal in ensuring not only emotional well-being but also financial protection. They lead with wisdom and responsibility, ensuring a more secure future for their loved ones, just as the Bible guides us.



➤➤➤ FATHERS: GUARDIANS OF TOMORROW

This celebration reminds us of the enduring impact fathers have on ensuring the financial protection and stability of their loved ones. They are more than providers; they are guardians of their family's future.

➤➤➤ PASTOR IVA SAID: A FATHER'S LOVE IS PRICELESS

There's no gift greater than a father's love. As we celebrate this special day, we encourage you to spend quality time with your fathers, express your love, and create lasting memories. It's a day to cherish their presence and all they've done for you.



EXCITING MARKETING CAMPAIGN - ARREAR PAYMENTS AND POLICY INFORMATION 📢

➤➤➤ LIGHTS, CAMERA, ACTION!

OUR MARKETING TEAM IS THRILLED TO ANNOUNCE THE LAUNCH OF OUR NEW SAMOA LIFE AD CAMPAIGN. WE'VE DILIGENTLY WORKED TO MEET OUR OBJECTIVES:

- TO CONVEY OUR PROACTIVE APPROACH IN HANDLING ARREAR PAYMENTS FOR POLICYHOLDERS.
- TO DELIVER CRUCIAL POLICY INFORMATION TO OUR AUDIENCE.

THIS CAMPAIGN AIMS TO EMPOWER AND EDUCATE, REMINDING EVERYONE OF THE IMPORTANCE OF PAYING LIFE INSURANCE ON TIME. STAY TUNED FOR AN ENGAGING AND ENLIGHTENING CAMPAIGN THAT PUTS A FUN SPIN ON A CRUCIAL TOPIC!

CAMPAIGN HIGHLIGHTS

Our latest marketing ad campaign has been successfully completed and is now live on our official Facebook page. We're delighted to report that it's already capturing the attention of audiences far and wide, with an impressive 11,000 viewers and counting!



INSIGHTS FROM OUR AD



➤➤➤ STAY CONNECTED

The Creative Journey: Marketing team has poured their creativity and passion into this campaign, aiming to deliver a message that resonates with our valued audience. From brainstorming sessions to production, we've strived to create something truly special.

Engaging Content: The ad campaign is designed to engage and inform our viewers, shedding light on the importance of our services and how they can positively impact lives. We're confident that the message will not only resonate with our current audience but also attract new viewers.

Impactful Insights: We've been closely monitoring the campaign's performance, and the initial response has been nothing short of fantastic. With 17,000 viewers and counting, it's clear that our message is reaching a wide and diverse audience.

CELEBRATING GRADUATION ACHIEVEMENTS 🎓

AUGUST ENDS WITH A BANG AS SOME OF OUR STAFF MEMBERS GRADUATE FROM USP FIJI WITH A PROFESSIONAL DIPLOMA IN BUSINESS MANAGEMENT. AT SAMOA LIFE, WE BELIEVE IN CONTINUOUS EDUCATION, AND WE'RE INCREDIBLY PROUD OF THEIR DEDICATION AND HARD WORK.

CONGRATULATIONS TO AGNES HARVEY ANETONE, AILEPATA MAVIS NAUER, IASONI MELEISEA, AND SU'A RAIHANA PETERU. YOUR JOURNEY OF GROWTH AND LEARNING HAS JUST BEGUN, AND WE'RE EXCITED TO SEE YOUR FUTURE SUCCESSES.

THANK YOU FOR BEING A PART OF THE SAMOA LIFE FAMILY

STAY TUNED FOR MORE EXCITING UPDATES AND NEWS FROM SAMOA LIFE ASSURANCE CORPORATION. UNTIL NEXT TIME, KEEP SMILING AND STAY PROTECTED!











