

Ursa

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Ursa brings out ahm's competitive side

Health insurer ahm has upped the ante for the big health funds. Their new "We Love Healthy Competition" positioning, developed by ad agency Ursa, fuses Steve Waugh's competitive nature with that of the energetic, Wollongong-based health fund. By focusing on their genuine value and exceptional customer service, the new campaign is all about ahm's determination to keep the big players on their toes. The campaign launches on regional television and online nationally during March.

**Client:** ahm health insurance  
**Head of Marketing:** Annie McDonald  
**Marketing Communications Manager:** Lyn Southon  
**Advertising Manager:** Ailsa Wadey  
**Digital Communications Manager:** Matt Coonan  
**Agency:** Ursa  
**Executive Creative Director:** Denis Mamo  
**Creative Team:** Denis Mamo, Geoff Fischer  
**Account Director:** Mariana Olliver.  
**Agency Producer:** Chris Ford  
**Prod Co:** Film Construction  
**Producer:** Alex Tizzard  
**Director:** Justin McMillan

URL: <http://www.youtube.com/watch?v=NlsmiZkdYfl>

For more information please contact:

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ahm:

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About Ursa

Ursa is an independently owned advertising agency founded in 2000. Ursa applies brilliant creative thinking to turn feelings into actions. Ursa is part of The Ursa Group, one of Australia's fastest growing communications groups with offices in Sydney, Melbourne, Brisbane and London, which offer direct to consumer and professional healthcare communications, property marketing, digital marketing, direct marketing, trade marketing, CRM, channel planning, call centre services and graphic design.

The Ursa Group consists of Ursa, Ursa Metropolis, Suede, Graphic Surgery, Partizan and Unity 4. Clients include: ahm health insurance, Abbott (Reductil, Humira), Aged Care Services Australia, GSK (Nicabate Professional, Cartia, Zovirax, Beconase, Zantac), Lilly (Zyprexa, Actos, Humalog) RANZCO, Vision Australia, Wayside Chapel, CBRE, Aussie Home Loans (B2B), 3M, Panasonic, 3 Mobile, Dell, Mercedes Benz.