



Physicians
Mutual®

Insurance for all of us.®

Health. Life. Retirement.

Physicians Mutual Extends Brand Campaign with ‘Wedding Joy’

OMAHA, Neb. (April 3, 2023) - [Physicians Mutual](#) today announced the launch of ‘[Wedding Joy](#),’ a new spot aligned under its brand campaign focused on reclaiming joy in retirement. ‘Wedding Joy’ joins current spots ‘[Best Friend](#)’ and ‘[I’m So Happy](#)’ as part of the campaign and features Physicians Mutual brand spokesperson, actor and comedian, [John Michael Higgins](#) as well as the Physicians Mutual spokesdog, [Eddie](#). The new spot is now running and will continue throughout the year on national cable, local spot markets and social media.

“Wedding Joy draws a parallel between big moments in a families’ life—weddings and retirement—both of which need plenty of planning and a trusted partner to help you through the process,” said Bob Gunia, SVP, Public Affairs Group at Physicians Mutual. “Physicians Mutual is this trusted partner, helping people make a plan for their health, life and retirement while spreading more joy in the process.”

Now in its third year, Physicians Mutual’s brand campaign looks to bring to life joy-filled moments its target audience can relate to and moments they can connect with. The campaign approach of reclaiming joy in retirement is rooted in the psychological principle of social proof by portraying Physicians Mutual customers enjoying the retirement they deserve.

‘Wedding Joy’ will run on cable outlets including [Hallmark Channel](#), [Hallmark Movies & Mysteries](#), [HGTV](#), [History](#), [The Weather Channel](#), [ION](#) and [GAC Family Network](#) as well as social channels Facebook and YouTube.

About Physicians Mutual

Physicians Mutual Insurance Company and Physicians Life Insurance Company are members of the Physicians Mutual family. Physicians Mutual Insurance Company offers reliable Medicare Supplement, dental and supplemental health insurance, and pet insurance. Physicians Life Insurance Company provides important life insurance coverage. The company additionally offers coverage for funeral pre-planning. The companies have more than \$4 billion in assets and consistently maintain some of the highest financial strength ratings in the nation from independent insurance analysts, including A.M. Best Company and Weiss Ratings. Founded in 1902, Physicians Mutual® is headquartered in Omaha, Nebraska. To learn more about the company, please visit [PhysiciansMutual.com](#).

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