

Press Release

FOR IMMEDIATE RELEASE

July 14, 2025

Manulife Launches "M Knows Better" Campaign with New Heartwarming Digital Film Featuring the Heussaff Family

- *New brand campaign film shows how Manulife cares for Filipino families like a beloved friend*
- *Brand ambassadors Anne, Erwan, and Dahlia Heussaff star in Manulife's latest digital film, which highlights the value of care and the importance of preparation to build a better future*

MANILA, Philippines – Manulife Philippines, the local arm of leading international financial services provider Manulife, launched a new digital film featuring brand ambassadors Anne Curtis, Erwan Heussaff, and their daughter Dahlia for the "M Knows Better" campaign. The mockumentary-style video introduces "M," a loving but hilariously overprepared family friend who always goes the extra mile to take care of those she loves.

In the video, "M" helps the Heussaff family through various scenarios—being ready to put out a fire amid a kitchen mishap, calling an ambulance when Erwan simply catches a cold, and helping Dahlia train to become a *prima ballerina*—all because she genuinely cares and wants them to be prepared for anything life throws their way. While her methods might be a bit "extra," her heart is always in the right place. The video ends with a simple but powerful question: *"Do you have someone who cares as much as you do?"* followed by Manulife's tagline, *"Where will better take you."*

The campaign resonates with the family's authentic experience with Manulife. "Manulife has really helped our family plan ahead and build financial security for our family's future," said **Anne Curtis**, a Manulife policyholder since 2009. "This new digital film is a fun and creative way to show people the kind of care and support we're receiving from Manulife."

The campaign shows how caring means going the extra mile, especially for people who matter to us. Through "M's" character, Manulife wants to demonstrate the kind of genuine care they provide to their customers.

"We want to show Filipinos that they can count on Manulife as a trusted partner who cares, protects, and is there to help them secure a better future," said **Sonali Verma, Chief Marketing Officer, Manulife Philippines**. "Our mission is to make our customers' decisions easier and lives better, so we aim to be their trusted partner, always there to support them and help them plan ahead."



"M Knows Better" is now available on Manulife Philippines' [Facebook page](#) and [YouTube channel](#).

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About Manulife Philippines

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the country's leading life insurance companies. Manulife Philippines is a wholly owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website manulife.com.ph and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifePH).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping our customers make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States, providing financial advice and insurance for individuals, groups, and businesses. Through Manulife Wealth & Asset Management, we offer global investment, financial advice, and retirement plan services to individuals, institutions, and retirement plan members worldwide. At the end of 2024, we had more than 37,000 employees, over 109,000 agents, and thousands of distribution partners, serving over 36 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges, and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com.

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