



Fortis launches 'Life is a curve' campaign

Fortis will launch on 16 June its first fully integrated advertising campaign. The 'Life is a curve' campaign encourages people to think about their financial needs today and plan for tomorrow, with the help of a trusted partner such as Fortis. It brings together for the first time all Fortis businesses and international activities under one brand concept, reflecting the company's growth and ambition as one of Europe's most dynamic and sustainable financial services companies.

[Click here to read the full press release](#)

[Click here to read the story behind the new advertising campaign](#)