

Every message matters

The Customized Communications Group (CCG) is a full-service agency within Aetna completely dedicated to YOU. Their team can help you develop customized, multi-channel communications that support your objectives and reflect your unique population, culture and brand.



CCG is part of Aetna. You'll never have to get them up to speed on your benefits. Plus, they have a vested interest in your success.



The CCG team will listen carefully to understand your culture, brand, demographics and overall goals.



They're flexible. CCG writers and designers can create in the Aetna brand or yours, or take a co-branded approach.



CCG is an extension of your Aetna team, not afraid to roll up their sleeves and dive into the really difficult stuff.



They develop messages that matter. Using a variety of approaches and strategies, they craft communications that people actually read.



They're here to help. From a quick postcard to a full enrollment campaign to a results-driven well-being program, CCG has you covered.



Crafting communications that change lives is CCG's passion and expertise. Put their creative energy to work for you and see what you can do together.



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