

# OUTSTANDING *Integrated Marketing Strategies* AWARD

The winning company has achieved extraordinary success from effective integrated marketing practices; she must be able to demonstrate diversified marketing activities that integrated with different forms of marketing communications disciplines, e.g. advertising, public relations, interactive media, direct marketing, sales promotion, etc. to improve market share, enhance customer loyalty, raise brand awareness and sales performance within the business to customer and/or business to business sector.



◀ First video honoring cleaners who fought hard to reduce public health risk. The second thanking Hong Kong citizens for remaining steadfast. The last about giving hope under such trying times.



**HEALTHIER, LONGER,  
BETTER LIVES**

AIA is committed to standing by Hong Kong, and we strive to enhance protection and generate positive vibes for citizens' Healthier, Longer, Better lives.

Since the pandemic's first outbreak, we have been agilely responding to the evolving virus situation and continually expanding our free protection for our customers, frontline cleaning workers, and to all citizens in Hong Kong. Understanding it is our collective efforts that enable us to conquer this challenge together, we specially launched charity campaigns and a trilogy



▲ First-in-market product "AIA One Absolute – Cancer & Serious Infectious Disease Protection" that protects customers from existing and unknown serious infectious diseases that may emerge in the future.

of documentary-style videos, thanking everyone in society who have remained steadfast in their roles. Planning for the future, we also launched first-in-market insurance product, COVID-19 mobile alert service and share useful health advices to help people stay ahead of the disease.

These initiatives were supported with outdoor and large-scale digital advertising to spread the positive influence and we have gained wide support and appreciation from the community on our various efforts.

Be Agile. Be Influential. Be Ahead. Be AIA.



◀ The advertising visual of WeSave S1 Insurance Plan highlights the unique selling proposition and features a group of Blue's target customer chasing after a star, which represents the ground-breaking concept of the product.

**blue®**  
Live Easy



▲ An omni-channel marketing campaign was launched to promote WeSave S1 Insurance Plan, covering both online and offline channels to target different customer segments.

Blue is Hong Kong's first digital life insurer – in fact we are more than that. As a joint venture between Aviva plc., Hillhouse Capital, and Tencent Holdings Ltd, Blue was launched in 2018 with a founding vision to design simple and flexible insurance solutions with customers, for customers.

Blue conducted proprietary research that there is a strong demand for insurance savings products that offer both guaranteed returns and flexible withdrawal.

We acted upon the feedback and launched “**WeSave S1 Insurance Plan**” – a 5-year USD-denominated plan features a

unique combination of appealing guaranteed returns of 3% p.a. and withdrawals at any time with zero fees, enabling customers to achieve their financial goals and enjoy flexibility when navigating life's challenges.

Blue strives to redefine customer engagement by out-of-the-box and culturally-relevant campaigns. We adopted an integrated marketing strategy for WeSave S1 Insurance Plan, covering an omni-channel advertising campaign, search, social, PR and partnership – all aimed at enhancing brand awareness and extending customer reach.



◀ Manulife Tax-Deductible Retirement Solutions campaign features Vivian Chow as the Tax Savings Expert.



**Manulife 宏利**

▲ Buses running in different districts to encourage consumers to act fast to enjoy the tax deduction benefits.

Leveraging the government's new tax deduction scheme, Manulife Hong Kong launched a full suite of tax-deductible solutions, comprising Voluntary Health Insurance Scheme (VHIS), MPF Tax Deductible Voluntary Contributions (TVC) and Qualifying Deferred Annuity Policy (QDAP), aiming to bring customers well-rounded protection from health to wealth.

We ran a two-phased integrated marketing campaign encouraging consumers to maximize their tax savings. The campaign featured the “Hans Family”

and Vivian Chow to contrast daily frugality with a smart solution that brought instant savings for the following tax year – all to position this as a “no brainer” savings opportunity. In addition to the massive out-of-home ad domination, the second phase also launched a radio ad and digital banners with Chow “pretending to call” to urge consumers to take actions.

Manulife always values the health and wellness of our customers, we'll continue to provide customer-centric and innovative products to meet their changing needs.