

# OUTSTANDING Digital Marketing Campaign AWARD

The winning company needs to show the effective use of digital campaigns, through channels such as social media, mobile applications, content marketing, search marketing, marketing automation and online advertising, etc., in tapping into trends and enhancing brand image, generating new customers, engaging existing clientele or launching new products or services.

## THE TOP 3



終於等到長假期  
一家外遊最開心！

點知黑雨水浸 趕唔切上機

**AIA 智遊保**

全港首創 錯過離港航班保障\*

助您輕鬆應對突發事情

\*「全港首創」是與本洲  
\*\*現投保即享HK\$10

健康長久好生活

投保可獲  
HK\$200  
優惠\*\*

行程延誤  
每6個鐘保HK\$500

**AIA 智遊保**

全港首創 現有疾保保障

前往 **AIA iShop ID** 投保  
或聯絡您的財務策劃顧問

「AIA iTravel Protect」是與AIA iTravel Protect合作公司，受保人可選擇向AIA iTravel Protect或向AIA iTravel Protect合作公司投保。詳情請向AIA iTravel Protect或向AIA iTravel Protect合作公司查詢。

Healthier, Longer, Better Lives

Over 300 personalised creatives along with A/B testing to reach a mixed of target audience groups.

Personalisation at scale, create numerous customised videos to engage specific targeted audiences based on their web behaviour and AI insights.

To power the growth of AIA business through best-in-class digital marketing campaigns, we deployed an Industrialised Digital Marketing Strategy to promote our newly launched innovative product - iTravel Protect, enabled by Machine Learning Insights (Data), Dynamic Content and Media (Personalisation), and Artificial Intelligence Optimisations (AI).

With big data and machine learning, quality prospecting was enabled. We segregated different target audiences by web behaviour, demographics, interests, and travel planning stages.

To achieve personalisation at scale, numerous customised ads were created

to engage specific targeted audiences with dynamic content based on their web behaviour and big data insights.

Advanced AI optimisation was a breakthrough to overcome the promotion bottlenecks, which vastly enhanced our agility in personalisation and improved overall performance.

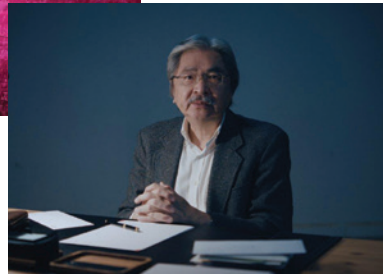
Customers can purchase iTravel Protect anytime and anywhere through AIA iShop eCommerce platform.

Customers are at the heart of everything we do. Through digital innovative journey, we help our customers travel the world with peace of mind and live Healthier, Longer, Better Lives.



◀ Bowtie's First Anniversary Brand Campaign "Self-Protection Era".

**bowtie**



▲ Free VHIS Coverage for Medical Workers and their Families during COVID-19.

Bowtie is a homegrown HK virtual insurance brand. We commit to providing affordable and comprehensive health solutions for people living in HK.

To effectively distribute insurance via digital channel, we turned COVID-19 into opportunities and launched a tactical campaign through content, brand and acquisition strategies. Our content marketing achieved the highest web traffic among HK insurers of over 2.3 million visitors. We also timed our city-level campaign "Self-Protection Era" (featuring our Senior Advisor, Mr. John

Tsang) to align with the first anniversary, advocating a fearless attitude despite challenging times and motivating HK people's maintenance of their own health.

We created an association between our health and social challenges, and the importance of health insurance. We lived our commitment of providing real protection to HK people and reaching more customers at mobile speed. Bowtie has had a 30% month-over-month growth in the VHIS applications since Jan 2020 and was ranked 1st in the VHIS share-of-voice (Mar to Jun 2020).



▲ Prudential is the first insurer in Hong Kong to announce free COVID-19 protection offer for HK residents and their children.

**PRUDENTIAL**  
英國保誠

▲ A positive message delivered by Louis Koo to encourage HK residents amid the pandemic created impact and viral effect for the campaign.

During the peak of the pandemic outbreak in Hong Kong, Prudential has boldly launched Pulse by Prudential (Pulse), a free, AI powered digital health and wellness App, together with a free COVID-19 protection offered to Hong Kong residents and their children. Addressing the public's fear over COVID-19 with a timely, practical and relevant solution while reinforcing emotional connection with the community through a heart-warming message delivered by Louis Koo, the much-loved showbiz icon, the campaign was able to cut

through the noise in the market, captured moment of truths and achieved remarkable business results. Through an orchestrated launch of social, digital and PR initiatives, the campaign garnered an overwhelming response, recording 200,000 downloads of the Pulse app within the first 24 hours of launch, and topping the charts as the #1 app on both iOS App store and Google Play during the campaign period. The campaign is testament to the company's "We Do" spirit and strong commitment to the local community in times of adversity.