

# 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; and 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.



## AIA International Limited

In recent years, there has been increasing demand for wealth management and insurance solutions. Customers want to effectively accumulate wealth in the current low interest rate and high inflation environment. To meet their needs, AIA developed the Bonus Power Plan savings product, offering high projected long-term return with flexible features and a simple premium rate.

The "Love is in Every Moment" advertising campaign with the mini-film starring Aaron Kwok is based on a true story; it was designed to connect emotionally with the target audience. The message about Bonus Power Plan was subtly included in print ads and other communication materials. Also, effective training and sales support were made available to financial planners and distribution partners, and included the innovative use of the "5-Step" interactive e-platform to provide product knowledge and sales tools.

To support the product launch and create a sense of urgency, "Give Me 5" customer campaign was rolled out to celebrate AIA's 5th anniversary as a listed company. The campaign was deployed with an integrated marketing approach, seamlessly blending the traditional communication of public relations, above-the-line advertising campaign and new media to engage with customers.

The "Love is in Every Moment" mini-film, the key component of the advertising campaign, attracted 10 million views in 8 days and hit a total of 14 million views. The mini-film also generated over 300 media clippings worth around HK\$6 million advertising value.

The "5-Step" interactive e-platform was very well received by distribution channels with over 8,000 financial planners using the sales tools of Bonus Power Plan.

As a result of the integrated marketing campaign, the newly launched Bonus Power Plan became the company's best-selling product in less than 3 months and helped AIA achieve over 60% growth year-on-year.



"Love is in Every Moment" mini film attracted more than 10 million views after only eight days of hitting the internet.



Customer campaign with premium refund offer was launched in conjunction with Bonus Power Plan.



## FTLife Insurance Company Limited

FTLife has launched a succession of imaginative marketing programmes in line with its image as an innovative and forward-looking insurance company.

As well as using social media to promote the brand and carry messages extolling the virtues of financial planning, FTLife has mounted campaigns based on the guiding principle "Your Future Our Promise". This is about helping customers lead fulfilling lives by serving them from a portfolio of comprehensive insurance and wealth management products.

Launch of our TargetCare Cancer Plan engaged customers across multiple on and offline channels in order to offer health tips and outline the latest developments in cancer treatment. We also developed a website dedicated to health matters and have made videos offering cancer-prevention information from experts.

In addition, the campaign included a series of micro-movies that conveyed the importance of maintaining healthy lifestyles and taking sensible precautions. In fact, our videos and micro-movies can be seen by visiting FTLife's health website, or via YouTube and Facebook. Health seminars added impetus to the TargetCare campaign by strengthening FTLife's caring reputation among customers.

We have integrated media channels to create a convenient interactive communications platform that keeps us close to our customers at all times.

A "customer first" mindset drives all we do at FTLife, which believes a parallel exists between commercial success and sound corporate citizenship. A keen sense of social responsibility and community spirit is at the heart of FTLife marketing strategies designed to develop long-term relationships.



## Manulife (International) Limited

### Manulife inspires healthy living with innovative approach

With the launch of ManulifeMOVE last year, the company has driven health insurance in a new direction by taking a holistic approach to health and wellness.

ManulifeMOVE is an innovative insurance concept that rewards customers for being healthier and more active. It is a simple, easy-to-join program. Customers just have to enroll and meet their daily steps targets to enjoy discounted premiums.

To support the launch, the company ran an integrated ManulifeMOVE campaign leveraging a wide variety of marketing and communications disciplines including advertising, digital and social media, PR and activation events to create buzz among its target audience.

The campaign was endorsed by local celebrity Pakho Chau, who exemplifies the kind of active lifestyle Manulife advocates that all Hongkongers engage in.

The program promotes regular, moderate exercise for HongKongers, particularly the young and tech-savvy Generation Y group. ManulifeMOVE has been an instant hit with the public: doing more than just reward healthy individuals, it incentivizes lifestyle changes for its customers.

