

Outstanding New Media Marketing Strategies Award

The winning company needs to demonstrate the effective use of new media platforms (including digital platforms, mobile applications, etc.) in generating new customers, engaging existing clientele or launching new products/services. The high degree of innovation of the tactics will be evaluated among judges.



AIA International Limited

AIA faced two challenges: 1) insurance is intangible and perceived homogeneous; 2) the Company is a credible market leader but not emotionally connected to consumers. We therefore created a campaign with dual objectives: brand building and product promotion. Seeing a strong market demand for wealth accumulation, we promoted Bonus Power – a savings product that can fulfil people's long-term financial needs at different life stages.

To achieve the dual objectives, we created a long-term and sustainable theme that emotionally connects with people and is intrinsic to AIA's products – "Love is in Every Moment", which encourages people to seize every moment to express love. This theme embraces the human life cycle 生老病死, allowing us to embed various AIA products that meet consumers' needs along their life journeys.

Understanding from a survey that children are the biggest motivation to save, we chose a parenting story for this campaign. It was a real life story to provoke resonance and to reflect our brand essence – HK father Marco acted on his love by taking his daughter on a memorable bike tour in Taiwan. We cast Aaron Kwok as Marco for his renowned acting skills and potential viral power.

To connect with the internet-savvy middle class, our key target segment, we implemented a digitally-led 360 campaign. Different initiatives served different roles: a minifilm highlighted "Love is in Every Moment" theme; print ads provided product details; PR events maximised awareness, etc.

The results were encouraging: the minifilm achieved 14 million views, over 300 earned coverages worth over HK\$6 million advertising value; the campaign also won Effie and TVB awards.

"Love is in Every Moment" is a sustainable theme. We launched a further campaign for a critical illness product with the same theme in April 2016, also very successful.



FWD Life Insurance Company (Bermuda) Limited

FWD's vision is to help customers alleviate their future worry, so that they can take the opportunities to pursue their passion in lives. We believe that life is too special to be held back from achieving your goals. FWD is changing the way people feel about insurance by offering easy-to-understand products that are relevant to life, alongside trusted advice and the convenience to connect with FWD.

With a wide array of insurance products and services, from medical to education, retirement, financial planning and more, our experts will help build a plan that best suits customers' needs today, and ambitions for the future.

FWD spans Hong Kong & Macau, Thailand, Indonesia, the Philippines and Singapore, offering life insurance across its markets. In Hong Kong, FWD provides general insurance, employee benefits, pension and financial planning services.

FWD is focused on creating fresh customer experiences, with easy-to-understand products, supported by leading digital technologies. Through this customer-led approach, FWD will achieve its vision to become the leading pan-Asian insurer that changes the way people feel about insurance.



MetLife Limited

Hong Kong is a highly developed insurance market with one of the highest levels of smartphone penetration, active social media users, and overall internet usage across Asia. MetLife Hong Kong used an ecosystem of cost-effective new media marketing strategies and platforms to improve brand awareness, accelerate online consumer engagement, generate positive word of mouth with consumers and the media, and drive business growth.

MetLife Hong Kong's creative and engagement strategy was to help people feel positive today and help people 'pursue more from life', our global brand vision. We reached Hong Kong consumers through new media marketing – specifically mobile marketing, an emotionally-engaging social media content and advertising strategy, and innovative mobile app technology.

Core to our digital strategy was to leverage Google's search, display, and video usage data to reveal high-value consumer segments in Hong Kong – crafting appealing, relevant, tailored and targeted digital advertising which clearly communicated how MetLife could help consumers navigate their future while feeling positive about today. Our new media marketing strategy was underpinned by 3 key digital initiatives and a persona-led digital advertising and engagement strategy which closely resonated with HK consumers' interests, needs, and aspirations.

Our new media marketing efforts included the launch of the mobile-first 'Light Up Your Dream' brand campaign, creation of highly viral social media video content such as 'My Dad's Story' and 'Who Do You Rely On' and the continued scale and promotion of the Infinity App - to create long-lasting relationships between consumers and our brand, while driving business growth.



Launch of the mobile-first "Light Up Your Dream" brand campaign



Promotion of MetLife Infinity App