

Outstanding Integrated Marketing Strategies - Corporate 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.



AIA International Limited



AIA Vitality Weekly Challenge Campaign



AIA Vitality App – rewards you for living a healthy lifestyle

AIA's brand promise is to make a positive difference by helping people live longer, healthier and better lives. In 2015, we introduced AIA Vitality, a game-changing wellness programme that rewards customers for living a healthy lifestyle. Since then, AIA has reinvented its role, evolving from disease and risk management to proactively encouraging and supporting public health improvement.

To celebrate its 85th anniversary in Hong Kong, AIA created the AIA Vitality Weekly Challenge campaign, giving the opportunity for its customers and prospects to become familiar with the AIA Vitality concept and embark on a healthy lifestyle, and at the same time, increase their interest in becoming an AIA Vitality member in the future.

The campaign kicked off with a series of well-coordinated activities that integrated traditional media (a press conference and giant billboards) and digital media (a viral online film) to create an impactful launch. The strategy of promoting from internal (AIA employees and financial planners) first and then to external (customers) helped to drive fast adoption.



FTLife Insurance Company Limited



Popular standup comedian Dayo Wong is FTLife's long-standing celebrity spokesperson.



FTLife took on title sponsorship of the "Jacky Cheung A CLASSIC TOUR Live in Hong Kong" concert.

FTLife Insurance Company Limited ("FTLife") is one of Hong Kong's well-established life insurance companies and seeks to become an industry leader in Asia by capitalising on a heritage of excellence in serving clients.

Our brand motto – "Your Future, Our Promise" – has represented a guiding principle for every member of the FTLife team since the brand was launched in September 2016.

In a burst of activity that immediately differentiated the brand from competitors, FTLife opened a first-of-its-kind customer service centre, staged a high-profile international economic forum, took on title sponsorship of a Cantopop legend's concert and launched a comprehensive advertising campaign.

Launch of the FTLife brand was the product of creative thinking, a well-integrated marketing approach and effective use of media. The aim was to get closer to customers, while enhancing their overall experience as FTLife clients. We are now totally dedicated to delivering best-of-breed financial services to help them lead fulfilling lives.



MetLife Limited



High impact media executions coupled with creative messaging



Bringing to life the subtleties that make Hong Kong, Hong Kong

With MetLife, Inc.'s strong history of 149 years, MetLife Hong Kong has launched a series of innovative and interactive initiatives under the theme "149 Reasons why #WeLove Hong Kong".

Icons celebrating unique reasons to love Hong Kong are the core of the campaign. We strategically deployed our campaign to ensure these 149 reasons would create awareness and interaction amongst our consumers and internal staff. The ultimate goal is to discover all 149 reasons why we love Hong Kong with our fellow Hong Kong people, together.

MetLife is on a journey of discovery with Hong Kong, introducing people to our new positioning, "Navigating Life Together".

- 1) Reminding Hong Kong about Hong Kong – We reminded Hong Kong people of the small things they come across in everyday life that make Hong Kong so special.
- 2) Took it to the streets – We took our campaign to the streets to engage with audiences and bring ideas to life with our ice-cream Kombi and giveaways, so everybody can get a "taste" of Hong Kong.
- 3) Redefining media channels – We incorporated creative solutions for traditional out-of-home media, as well as innovatively leveraged new media channels to ensure maximum amplification of our campaign.