

**Outstanding Integrated Marketing Strategies**  
- Product / Service 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.



**AXA Hong Kong**



Digital banners used an extension of the key visual of traditional advertising with a target segmentation strategy.

Couples of different ages who participated in our social experiment are featured in this advertisement used outdoor, in print and on digital banners during the awareness phase.

The challenge of the ageing population in Hong Kong is a hot topic these days. By 2047, the number of Hong Kong citizens aged over 85 is projected to be 4.2 times that of today.

We always proactively address to the needs of the market. The introduction of 'Lifelong Care Partner Insurance' is a testament of our commitment to be a true partner to our customers. It does not only offer a regular income to those who have experienced a loss of autonomy, but it also extends the coverage such as assessments on diabetes and Alzheimer diseases and other value added services to help the seniors to remain comfortably at home.

The large-scale 'Lifelong Care Partner Insurance' marketing campaign is an integrated effort spanning across digital and traditional marketing mediums and was kicked-off by a powerful social viral video where couples across different life stages participated in a social experiment. Leveraging the outcome and insights from the experiment, the campaign featured the key visuals of the couples to effectively raise awareness, consideration and preference.

AXA will continue to demonstrate our commitment as a true partner to customers by bringing innovative products and caring services to address the market needs.



**Manulife (International) Limited**



Further to the successful launch of ManulifeMOVE (MOVE) in 2015, Manulife has enriched the MOVE experience through the engaging personal interface and powerful health and fitness capabilities of Apple Watch, becoming the first insurer to launch an Apple Watch app in Hong Kong and Macau.

ManulifeMOVE is an innovative insurance concept that rewards customers for being more active. It is a simple, easy-to-join program for MOVE members to track their activity and enjoy extra rewards by establishing health habits.

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

As a leading advocate for greater health and wellness, Manulife has also opened the MOVE mobile app up to the public as part of the award-winning program's exciting expansion, allowing everybody to enjoy the intuitive platform first-hand, making tracking one's progress even easier and fun.



**Prudential Hong Kong Limited**



myDNA is a first-in-market nutrigenomics test package exclusive to Prudential. The campaign uplifts Prudential's overall and H&P brand, projecting an innovative and caring company image.

Supporting customers in protecting and improving their wellbeing is a key priority for Prudential Hong Kong's Health and Protection business.

To inspire customers to focus on their health, Prudential developed an innovative marketing campaign for its new wellness programme, myDNA. The unique campaign provided myDNA customers with exclusive access to a nutrigenomic DNA test with personalised dietary advice, as well as real-time online access, via a mobile app, to nutrition experts for instant, actionable recommendations.

From market research, product and customer journey design, customer offers, branding, advertising, PR, channel support to sales incentives, the campaign was fully integrated from inception and has proven to be highly effective with an impressive 97% of customers planning to make dietary and lifestyle changes in light of their myDNA results.

Prudential also enjoyed significant commercial benefits from its integrated approach, with more than three-quarters of myDNA users expressing interest in similar DNA tests targeting other health areas. In addition, the campaign boosted sales of selected Health and Protection products – ensuring that Prudential can continue to play a key role in maximising health protection for customers in Hong Kong.