

Outstanding
New Media
Marketing Strategies
Award

The winning company needs to demonstrate the effective use of new media platforms (including digital platform, mobile applications, social media, 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'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 reach different customer segments. The customer journey is entirely digitally-led from acquisition, registration, engagement to redemption to facilitate fast adoption and ease of redemption.



AXA Hong Kong



With a commitment to protect and care for people in every possible way, AXA strives to become a true partner to our consumers. In order to build a better bonding with our prospects and customers, AXA has developed a strategy to build a community of likeminded who share the vision of living in a better and healthier way.

Instead of putting insurance products in the forefront or using fear-tactics, we decided to attract and engage people by initiating conversations with health-related topics and contents that they are interested in and feel relevant. By introducing 'LIVE / LIFE', a social and content hub, we are able to connect people with different lifestyle topics. We then further engage and nurture these prospects by content re-targeting and various on/off-line initiatives – finally bringing them to the right protection solution offered by AXA.

We launched 'LIVE / LIFE' by kicking off with the 'Better Me' campaign where we used KOL's to create awareness and engagement with audience through a commitment to develop a habit for a 'Better Me'.

'LIVE/LIFE' has now become an important element of the overall Digital Marketing Ecosystem of AXA which stably brings in quality prospects.



MetLife Limited



Hong Kong is a highly developed insurance market with high levels of smartphone penetration and active social media users. MetLife Hong Kong has 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.

Central to our creative and engagement strategy was a single-minded belief about how insurance should connect with customers in Hong Kong. Our transition brief was strongly rooted in powering consumer consideration with a definitive personality: simple, insightful, forward-thinking, and empathetic.

In looking to our heritage and position as a global leader during our 149th year, we have launched a series of innovative and interactive initiatives under the theme "149 reasons #WeLove Hong Kong", and are using signature local items to remind local people how MetLife Hong Kong partners with customers in every aspect of life.

Using customer and media insights, we created a communications structure held by a strong and flexible campaign device (#WeLove) that integrated potential for online engagement at every touchpoint. Through a feed of votes and animated videos, we were able to inject dynamism and rich media to our Facebook page to extend our tone and manner.