

OUTSTANDING  
*Digital Marketing Campaigns*  
AWARD

*The winning company needs to show the effective use of digital campaigns, through channels such as social media, mobile applications, content marketing, search marketing, marketing automation and online advertising, etc., in tapping into trends and enhancing brand image, generating new customers, engaging existing clientele or launching new products or services.*



◀ AIA Tax-incentive Campaign - Encourage Hong Kong people to plan early for their medical protection and retirement needs



▶ Viral online videos providing personalised product solutions for different customer segments



To realise our brand promise of helping people live healthier, longer, better lives, AIA launched a tax-incentive campaign to encourage Hong Kong people to plan early for their medical protection and retirement needs, riding on the tax-deductible schemes that the Hong Kong government launched for VHIS, MPF and Deferred Annuity on April 2019.

The campaign kicked off with a series of well-coordinated activities that integrated traditional media (press conferences and

media interviews, TV commercials, buses and prints) and digital media (several viral online videos, various digital tools such as tax-saving calculator) to reach different customer segments. The customer journey was entirely digitally-led from education, awareness, understanding, engagement to purchase. To make the campaign talk-of-the-town in a short period of time, we starred the popular trio Dodo and FAMA to announce the unbeatable WOW customer offer "Lowest-Price-in-Town Guarantee".



◀ Leverage the family-oriented creative to create relevancy among the family targets and use emotional headline to arouse attention and supported with product benefits



▲ Leverage the creative of "Life is like a drama". AXA launched a light-hearted situational video showcasing how our plan offers the most timely financial support to customers.



AXA repositioned its brand purpose to "empower people to live a better life" since 2017, aiming to move from the role of "payer" to "partner" of our customers. To play a more proactive role in customers' lives, AXA launched "Critipartner Critical Illness Plan" in July 2018. The plan not only provided revolutionary critical illness coverage and first-in-the-market claims payout but also a Diabetes & Three-Highs Management Programme, offering a true peace of mind to customers during the lengthy recovery journey.

In June 2019, we enhanced the plan and

launched the new "Critipartner Plus Critical Illness Plan", to provide all-round protection for cancer and enhancing support for children, through the new feature of "additional monthly payouts for Stage III or Stage IV Cancer patients without waiting period" and "monthly payouts up to 17 months for parents".

To launch the products, a comprehensive digital campaign with distinct marketing strategy to create awareness among the targets via customised creatives for different segments; different social contents to arouse consideration and through retargeting to convert the interest into sales.



◀ Customers can answer at most three health questions online to complete an insurance application.



▲ Customers interacted with our innovative AI chatbot game "Blue Guru" to get health tips and lifestyle rewards.

Blue is Hong Kong's first digital life insurer - in fact we are more than that, much more. As a joint venture between Aviva plc., Hillhouse Capital, and Tencent Holdings Ltd, Blue was launched in September 2018 with a founding vision to design simple and flexible insurance solutions with customers, for customers.

Blue strives to redefine customer engagement by introducing out-of-the-box and culturally-relevant campaigns. We adopted an omni-channel digital marketing strategy for our launch, covering search, display, social engagement, and affiliate

partnership – all aimed at enhancing brand awareness and customer engagement.

One of our innovative campaigns was "Blue Guru" – Hong Kong's first AI chatbot game, where participants could interact with the chatbot to receive health tips and lifestyle rewards. We also partnered with Tencent's music streaming platform, JOOX, to tap into the wider consumer segment.

The backbone behind all activities was a powerful digital model, which enabled us to directly garner insights and create campaigns that customers were more engaged with.