

OUTSTANDING
Integrated Marketing Strategies
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 Tax-incentive Campaign - Encourage Hong Kong people to plan early for their medical protection and retirement needs



▲ Starring the popular trio Dodo and FAMA to create an impactful launch

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 targeted at different segments, various digital tools such as tax-saving calculator) to create an impactful launch. 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".



Large ad format was used in the high-traffic MTR Central Station where a fuller story was illustrated for the commuters to reflect upon as they moved around the city.



Bus and Tram parading in different neighborhoods in Hong Kong to remind our consumers the potential damage facing insufficient medical coverage.

Manulife 宏利

For a rare occasion in the insurance history all major insurance players were fighting for the mindshare and market share for VHIS, a well-intended initiative from the government to ensure the public can enjoy sufficient medical coverage. In the sea of sameness, Manulife gained headwind by dominating the media space in the early news coverage about VHIS with its display banner ads. And instead of focusing its effort in educating the public about the product benefits which were already well covered, Manulife focused

its effort in explaining one simple fact to the public: insufficient medical coverage leads to savings depletion. The brand hired renowned and respected celebrity, Teresa Mo, to tell the story about the consequence of insufficient medical coverage. The campaign was executed unconventionally and mapped against purposeful consumer touchpoints including social, PR, digital, and traditional media. The effectiveness of the campaign was highly reflected in ad recall and stellar sales growth.



PRUHealth Cancer ReCover, a first-in-market cancer protection plan tailored for cancer survivors. The advertising campaign featured the celebrity (Mandy Lam 林淑敏), a real cancer survivor.



Prudential's sponsored 'PRURide Six Day Hong Kong' is a new and exciting international event that brings sports enthusiasts and families together.



In 2019, Prudential Hong Kong Limited (Prudential) launched its latest brand campaign in Asia, highlighting its customer-first commitment. Prudential unveiled a refreshed look and brand commitment under the theme "Listening. Understanding. Delivering." This new branding reinforces the company's unwavering dedication to helping customers of today and tomorrow progress in life, with a focus on human connections, simplicity and innovation. The company's new "We DO" campaign is designed to acknowledge and celebrate the drive and optimism of the people who do and highlight what the company can do

for them. It presents a series of themes including Innovation, Money and Fitness, building on Prudential's strategic focus on helping customers grow wealth and protect themselves and their families.

The fully integrated campaign combines product, services, sales incentives, customer offers, branding, advertising and channel support. Prudential also worked closely with its business partners to tailor all aspects of the campaign, based on customer and agent feedback.

"We DO" is an integrated campaign across multi-touchpoints, including television, newspaper, outdoor and online.