

# 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.*



## THE TOP 3



▲ AIA "Today · Plan for Your Future" Integrated Campaign  
– Encourage Hong Kong people to plan for their health and wealth protection today for a better future.

▼ To boost awareness of the campaign's launch, we held a press event to engage the media and public. Nick Cheung was also invited to share his own financial planning tips.



As COVID-19 swept the world by storm in 2020, AIA saw a pressing need for people's demands for health protection and wealth planning, so we launched "Today · Plan for Your Future" integrated campaign to encourage people to plan for their health and wealth protection today for a better future, fulfilling our brand purpose of helping people live Healthier, Longer, Better Lives.

To make the campaign talk-of-the-town, we starred the award-winning actor Nick Cheung to show how AIA, as the

one-stop health and wealth solutions provider, helped Nick's character transform from a "No Plan Man" to a "Well-Planned Man". 5 product campaigns (supported by TV commercials, outdoor and digital advertising) were launched to help people understand the products better and further encourage them to start planning now.

We also held a virtual live event with the popular trio Dodo and FAMA to reinforce the importance of life planning in a light-hearted way.

THE TOP 3



◀ A 360-degree campaign covering both online and offline channels was launched to highlight the features of our flagship VHIS products.

▼ FWD partners with ViuTV to co-create TV drama series "Single Papa" for affinity seeding.



FWD launched two innovative VHIS products – vCANSurance and vPrime Medical Plans in 2020, with a suite of first-in-the-market features. To promote our brand-new offerings, we rolled out an omni-channel campaign, namely, "Better coverage, more comprehensive protection," aiming to deliver a focused messaging across multiple points of contact.

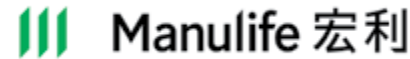
Partnering with local television network ViuTV, FWD sponsored and co-created

TV drama series, Single Papa, for affinity seeding, subtly injecting brand and product elements into the story. A 360-degree campaign covering both online and offline channels was then launched in two phases by leveraging the popular drama to introduce our new products before we further extended to PR and partnerships. Not only did the campaign successfully help boost brand awareness, our business was also able to reap the benefits.



◀ We partnered with Jan Lamb, who played all the characters featured in our videos – the patient, the doctor, and his organs, to play out the story in a light-hearted way.

▼ We created mass awareness through highly impactful media like cross-harbor tunnel billboards, bus bodies and MTR station domination in Phase 1.



Manulife launched a new critical illness product 'ManuBright Care 2' during the blows of 2020. While the fears and tears often associated with critical illnesses was the last thing consumers needed, we decided to inspire hope and optimism by highlighting its rising survival rates.

To elevate the light-hearted yet thought-provoking creative idea of 'Increase Your Odds of Survival', we teamed up with Jan Lamb who's known for his quick wit. Through the dialogue and interaction with his organs, we cleverly introduced how each key product feature will cover our patient's needs in the

journey of recovery.

We ran a three-phased integrated marketing campaign. First, we provoked our audience by emphasizing the high survival rate across high-impact channels for mass awareness. Then, we engage them with educational content that was fed when consuming related topics. Lastly, we brought hope home by convincing consumers to purchase with our website.

The power of positive thinking brought Manulife remarkable result. We are the only player in the market with overall positive business growth in the toughest year yet!