

OUTSTANDING

# Digital Marketing Campaign 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.*



## THE TOP 3



◀ The campaign used a refreshing combo of MIRROR x ERROR and Sammy that created a huge buzz across social media and successfully drove purchase intent for AXA's innovative savings product.



▲ The celebrities with youthful and energetic characters were perfectly fit to illustrate the competitive edge of AXA's Wealth Ultra saving product, like "flexible" and "short payment term".



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To launch our signature savings product, AXA developed a creative and differentiating digital campaign using a festive and light-hearted approach to accentuate the product features and we were also the first insurer to engage the young & energetic pop groups MIRROR and ERROR, together with Sammy Leung.

The campaign concept "The Unskippable Ad – for an Unskippable savings product" stemmed from the idea of the "Skip Ad" countdown, with the storyline that MIRROR & ERROR battled to become the lead characters for our advertisement. This humorous

approach resonated well and made strong impressions to the market and was also proven to be an effective and impactful way to showcase the innovative product.

With strategic digital advertising placement, it has successfully created 'talkability' via strategic media partnerships, social activations, and more importantly, has translated awareness into lead conversions by performance-based ads with precise targeting. The campaign results were very encouraging and generated over 4.2 million video views and over-achieved the business targets.



◀ The name is a twist on the slang 化危為機. Bupa Safe helps turn danger into safety – there's no need to worry about medical and living expenses.



▲ Bupa partnered with an NGO, Cancer Information, to form a sports team of young survivors and interview our doctor, aiming to raise awareness of cancer recovery and encourage earlier protection.



**Full-funnel marketing strategy for Bupa Safe launch**

There's a growing trend of young people suffering from critical illnesses. Through marketing research, we found that critical illness insurance provides an opportunity to tap into the young market segment. This group prefers humorous digital advertisements.

To appeal to our target audience, Bupa launched a series of 1-minute videos about "love journey vs critical illness journey" and adopted strategic talent selection with Ben Chiu, the Champion of King Maker III known for

his energetic bone-breaking dance.

Bupa utilised a full-funnel approach from building awareness to driving acquisition. We started by extending the reach through online mini-movies and banners on social and display/telecom channels. Then, we engaged sub-segments using third-party content. We used comparison sites and designed a new website with hot topics and case studies to facilitate customer decision-making. Lastly, we adopted a comprehensive digital acquisition strategy in SEM, social media and display channels with digital tools and machine learning to drive sales.



▲ FTLife launched its branding campaign to encourage customers to embrace change and lead to a fulfilling life fearlessly with supports from two new flagship products.



In 2020, FTLife kicked off its branding campaign themed "Embrace change for a better future", to refresh the image and connect with customers during pandemic challenge. FTLife is committed to empower our customers to adapt to the new normalcy and seize opportunities, that lead to a fulfilling life fearlessly. Customers are well protected with our best-in-class insurance products and solutions.

The campaign spanned for five months. "On Your Mind" Insurance Plan and "HealthCare 168 Plus" Critical Illness Protector were launched with orchestrated



▲ Interactive mobile spin was adopted to generate product interest by inducing customers to touch and click, which successfully brought direct traffics to our website.

activities to support the brand theme, seamlessly integrated traditional media (press interviews, TV commercials, and outdoor advertising), digital and social media to reach different customer segments.

As a result of employing innovative advertising tools that triggered O2O targeting, optimized digital performance and strategic content partnership, we successfully garnered a strong brand awareness up by 70% YOY. Despite of the overall market recession, we were able to drive a robust local business growth.