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Media Release

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AIA MPF's LET'S WORK TOGETHER Campaign Wins Multiple Accolades at 2017 Effie Hong Kong Awards

The LET'S WORK TOGETHER Campaign initiated by AIA Pension and Trustee Co. Ltd. ("AIA MPF") has won the Corporate Image – Silver, Good Works – Bronze, and Engaged Community – Bronze awards at the prestigious 2017 Effie Hong Kong Awards.

Mr. Stephen Fung, Chief Executive Officer of AIA MPF, said, "AIA MPF is devoted to caring for the needs of different groups in our society, advocating equal opportunities and creating a more inclusive Hong Kong. Through our LET'S WORK TOGETHER Campaign, we strive to enhance public attention on the long-neglected employment issues of people with disabilities ("PWDs"). The campaign not only spreads the message of equal employment, but also exemplifies AIA MPF's spirit of corporate social responsibility and cements a positive and proactive reputation for our company. The honours we have received at the Effie Hong Kong Awards are a testament to our campaign efforts in raising public awareness and mustering support for this social issue, while effectively engaging the community as a whole to build a more inclusive society."

The AIA MPF LET'S WORK TOGETHER Campaign was launched in 2016 to rally support for the employment of PWDs in various aspects such as equal opportunities, career support and employment incentives. Initiatives include offering PWDs with job and internship opportunities, supporting the non-profit organisation CareER to conduct career training workshops, sponsoring the LET'S WALK TOGETHER walkathon, as well as introducing management fee rebates to existing MPF corporate clients who employ PWDs.

AIA MPF leveraged online and offline channels, including public relations and marketing activities, to enhance public awareness, encourage greater social participation, and ensure its message of LET'S WORK TOGETHER reached our target audience. The series of videos released successively during the campaign attracted over 1 million views shortly after launching, successfully capturing the attention of Hongkongers.

The annual Effie Hong Kong Awards is organised by The Association of Accredited Advertising Agencies of Hong Kong (HK4As), and is widely recognised as the pre-eminent awards for advertising and marketing excellence. A total of 16 accolades were given out this year to honour creative and effective advertising that reinforces teamwork between agency, client and researchers. The international advertising event is now held in 42 countries over 6 regions. The judging panel is formed by prominent figures in the advertising, public relations, business, and academic sectors. Entries are reviewed based on four criteria: promotion strategy, creative idea, media application and marketing effectiveness. The Effie Awards were first introduced by the New York American Marketing Association in 1968. HK4As has been the official awards organiser in Hong Kong since 2004.