



HEALTHIER, LONGER,
BETTER LIVES

AIA Hong Kong

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

AIA Ranks 3rd in “BrandIndex NextGen WOM Rankings 2019” in Hong Kong

HONG KONG, October 22, 2019 – AIA has ranked third in the “BrandIndex NextGen Word of Mouth (WOM) Rankings 2019” conducted by the global market research company, YouGov. The Company is also the only insurance company to take a spot among the top 10, outperforming some renowned messaging apps and social media brands. This is a testament to AIA’s high brand recognition and positive image among young adults.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “As an insurance brand, we are proud to have ranked third in a study targeting the young generation, even surpassing some messaging apps and social media brands which are popular among this age segment. This is a validation of our efforts and achievements in interacting with the younger customer group through a variety of online and offline touchpoints. The young generation is the driving force of our long-term business development. Going forward, we will continue to strengthen our brand and reputation by proactively engaging this customer segment and offering a comprehensive range of products and services to help them live Healthier, Longer, Better Lives.”

YouGov is a global market research company which conducts brand rankings (known as BrandIndex) for different industries around the globe. To compile the NextGen WOM Rankings, YouGov BrandIndex first screened 319 local brands for positive Buzz, through an online survey given to respondents between 18 and 34 years old, from September 2018 to August 2019. Respondents were asked whether they have heard anything positive about a brand in the last two weeks through advertising, news or word of mouth. Brands with low response volume were eliminated, while those that performed well were shortlisted for the ranking using the Word of Mouth scores, which were calculated based on whether respondents talked about the brands with friends and family whether in person, online or through social media, in the past two weeks.



2019 NextGen WOM: Hong Kong

Top WOM Rankings

Rank	Brand	2019 Score
1	Allipay HK	66.5
2	McDonald's	63.0
3	AIA	60.5
4	WeChat	60.4
5	Whatsapp	60.4
6	Apple	60.0
7	Asia Miles 「亞洲萬里通」	60.0
8	Facebook	59.7
9	Netflix	59.1
10	WeChat Pay	58.9

Source: YouGov, <https://www.brandindex.com/ranking/hong-kong/2019-wom>

“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 16,500 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

¹ as at March 2019

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and mandatory provident fund customers (as at 31 March 2019)

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903