



HEALTHIER, LONGER,  
BETTER LIVES

#### AIA Hong Kong

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## Media Release

### **AIA Hong Kong Honoured at the “Asia e-Commerce Awards 2019” with Top Distinction of “Best of Show – Brand” along with Three Gold and One Silver Awards**

Hong Kong, 28 October 2019 – AIA Hong Kong was crowned with the top honour of “Best of Show – Brand” along with three Gold and one Silver awards at the “Asia e-Commerce Awards 2019”, organised by the prestigious marketing publication, *Marketing Magazine*. These accolades reaffirm the Company’s tremendous success in promoting the Voluntary Health Insurance Scheme (VHIS) to strengthen public awareness of medical protection through a robust digital and e-Commerce strategy, supported by the AIA iShop online insurance purchase platform to enhance customer experience.

The “Best of Show – Brand” distinction is awarded to the company with the highest scores of winning entries. AIA Hong Kong outperformed many participating corporations across different industries, underscoring the Company’s outstanding implementation of its e-Commerce strategy. In addition to the top distinction, AIA Hong Kong won three Gold and one Silver awards, namely:

- “Best e-Commerce – Financial Services” Gold Award
- “Best Solution – Sales Lead Generation” Gold Award
- “Best e-Commerce Strategies” Gold Award
- “Best User Experience” Silver Award

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “Strategic adoption of Fintech will continue to be a trend in the insurance industry in the years to come. We are delighted to have won three Gold and one Silver awards, and to be recognised as the best corporation in terms of overall performance. This is a testament to our comprehensive e-Commerce and digital strategy. In keeping with our customer-centric philosophy, we will continue to leverage digital technologies in a strategic way, to deliver the best customer experience and help people live Healthier, Longer, Better Lives.”

AIA Hong Kong has enjoyed a positive market response to its VHIS plans launched in April through a compelling online promotion campaign, which drew public awareness and engagement around the importance of medical protection. Leveraging on user behavior analysis to enhance marketing strategy for digital media placement, the Company identified the needs of different potential customer segments and matched them with the appropriate product offerings with targeted, simple and clear messages. It then directed customers to the AIA iShop online platform for instant purchase. The effectiveness of this marketing strategy won acclaim from the panel of judges.

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Entering its third year, the Asia e-Commerce Awards honour corporations that have effectively adopted comprehensive and innovative e-Commerce strategies, and recognise e-Commerce strategies that have resulted in outstanding performance. The Awards this year featured 25 categories and were open to leading marketers across all industries. Award winners were selected by an esteemed panel of veteran marketers and e-Commerce industry leaders.



Ms Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong and Macau (10th from left, back row) and Mr. Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong and Macau (9th from left, back row) lead the team to receive the “Best of Show – Brand” and 3 Gold 1 Silver awards at the Asia e-Commerce Awards 2019



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### **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 planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers<sup>2</sup>, 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.

<sup>1</sup> as at March 2019

<sup>2</sup> 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)

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