



**HEALTHIER, LONGER,  
BETTER LIVES**

**AIA Hong Kong**

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## Media Release

### **AIA Hong Kong Tops the Winning List at “Marketing Excellence Awards 2019” with 14 Accolades First Company Crowned the Highest Honour of “Marketer of the Year” Two Years in a Row**

**Hong Kong, 27 November 2019** – AIA Hong Kong outshined all corporations at the “Marketing Excellence Awards 2019” organised by prestigious marketing publication *Marketing Magazine*, becoming the first-ever company to claim the top distinction of “Marketer of the Year” for two consecutive years. AIA Hong Kong was also the top winner this year with 14 awards, underscoring the Company’s outstanding performance in marketing solutions.

**AIA Hong Kong was crowned “Marketer of the Year,” the highest honour bestowed at the “Marketing Excellence Awards 2019,” for the second year in a row.** The Company also won the following six Gold, six Silver and two Bronze awards:

<b>Awards</b>	<b>Campaigns</b>
<b>Gold Awards</b>	
“Excellence in Customer Engagement”	“FUEL” - The customer engagement strategy powered by data analytics
“Excellence in Financial Marketing”	“Tax Incentive Programme” Marketing Campaign
“Excellence in Integrated Marketing”	“Tax Incentive Programme” Marketing Campaign
“Excellence in Launch/Rebranding”	“Tax Incentive Programme” Marketing Campaign
“Excellence in Programmatic Marketing”	“Tax Incentive Programme” Marketing Campaign
“Excellence in Mass Event”	HealthFest by AIA
<b>Silver Awards</b>	
“Excellence in CX/UX”	Super Connect
“Excellence in Customer Engagement”	Super Connect
“Excellence in Data-driven Marketing”	Super Connect
“Excellence in Media Strategy”	“Tax Incentive Programme” Marketing Campaign
“Excellence in Insurance Marketing”	“AIA Vitality Commissioner of Health” Marketing Campaign
“Excellence in Event Marketing”	HealthFest by AIA
<b>Bronze Awards</b>	
“Excellence in Financial Marketing”	“AIA Vitality Commissioner of Health” Marketing Campaign
“Excellence in Experimental Marketing”	AIA 100 Water Curtain

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “AIA Hong Kong has once again outshone many world-renowned corporations, becoming the first company to be named ‘Marketer of the Year’ two years in succession and taking home 14 distinguished awards. This remarkable achievement is a testament to the market’s appreciation of our holistic marketing solutions. In addition to being innovative, the key to our success has been being firmly grounded in our customer-centric philosophy and developing marketing strategies that reflect a genuine understanding of our customers. This enables us to deliver campaigns that truly resonate with people and touch their hearts. We at AIA Hong Kong will continue to deploy more inspiring marketing campaigns to promote exceptional products that respond to customer needs, helping people live Healthier, Longer, Better Lives.”

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

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The “Marketing Excellence Awards” are presented to marketers who have achieved brand success through integrated and innovative marketing strategies. Award winners are selected by industry leaders and veteran marketers. Leaders from different industries were invited to compete in a total of 32 categories this year.



Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau (back row middle with blue trophy) leads the AIA Hong Kong team to receive awards at the “Marketing Excellence Awards 2019.” AIA Hong Kong outshines all corporations at the awards, becoming the first-ever company to claim the top distinction of “Marketer of the Year” two years in a row and this year’s top winner, with 14 prestigious awards.



AIA Hong Kong wins the highest honour – “Marketer of the Year” – at the “Marketing Excellence Awards 2019” along with six Gold, six Silver and two Bronze awards.

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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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