



#### AIA Hong Kong

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## Media Release

### **AIA Leads the Hong Kong Insurance Industry in YouGov BrandIndex 2019 Best Brand Rankings by Claiming the Top Spot in Four Brand Rankings**

**HONG KONG, 13 February 2020** – AIA ranks first in the Hong Kong insurance sector in four categories of BrandIndex 2019 Best Brand Rankings conducted by the global market research company, YouGov. The Company is also among the top 10 out of more than 300 brands from all industry sectors in Hong Kong - ranking third in the NextGen Word of Mouth Rankings and ninth in the Brand Buzz Rankings. The result is a testament to the strength and widespread recognition of the AIA brand.

#### **AIA's ranking in the following YouGov BrandIndex categories:**

- **Brand Health Rankings 2019: Hong Kong (No.1 in Insurance Sector)**
- **NextGen Word of Mouth Rankings 2019: Hong Kong (No.1 in Insurance Sector and No.3 among 300+ brands from all industry sectors)**
- **Brand Buzz Rankings 2019: Hong Kong (No.1 in Insurance Sector and No.9 among 300+ brands from all industry sectors)**
- **Workforce Rankings 2019: Hong Kong (No.1 in Insurance Sector)**

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "YouGov is highly recognised in the field of brand reputation studies. AIA is delighted to lead the Hong Kong insurance sector in four brand rankings in 2019 and is pleased to be among the top 10 out of more than 300 brands across all industry sectors in two of the brand rankings, which is a strong validation of AIA's brand excellence by the public. At AIA, we believe the value of a brand is closely associated with the quality of its products and services. Stepping into the new year, we will continue to strive for excellence in offering comprehensive and suitable products and services that meet customers' protection and financial needs. By leveraging different channels, we will continue our effort in delivering our brand promise of helping people live Healthier, Longer, Better Lives."

YouGov is a global market research company which conducts brand rankings (known as BrandIndex) to monitor thousands of brands across dozens of industries, keeping pace with the public's perception of brands around the globe, while instantly sharing the findings through BrandIndex reporting tools. Many companies, government authorities and institutions use its data to keep track of their brand health. AIA leads the Hong Kong insurance industry in the following brand rankings:

**Brand Health Rankings:** Ranking is based on the Index score, which is a measure of overall brand health calculated according to consumers' views towards the brand's overall quality, value, impression, reputation, level of satisfaction, as well as their willingness to recommend the brand to others.

**NextGen Word of Mouth Rankings:** YouGov first screens the brands under tracking for positive buzz through an online survey given to respondents between 18 and 34 years old. Respondents are asked whether they had heard anything positive about a brand in the past two weeks through advertising, news or word of mouth. Brands with low response volume are eliminated, while those which perform well are shortlisted. The final results are based on how many respondents talked about the brands with friends and family in person, online or through social media, in the past two weeks. The NextGen Word of Mouth Rankings chart shows the brands with the highest scores over a one-year period.

**Brand Buzz Rankings:** Ranking is based on the Buzz score derived from conducting public interviews, such as asking respondents whether they had heard anything positive or negative about a brand in the past two weeks through advertising, news or word of mouth. Scores are calculated by subtracting the percentage of negative responses from the percentage of positive responses for each brand. The Buzz Rankings chart shows the brands with the highest average Buzz scores over a one-year period.

**Workforce Rankings:** Ranking is based on the Reputation score, which is derived from asking respondents to imagine if they were applying for jobs of a brand and whether they would be proud or embarrassed to work for the targeted brand.

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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 18,000 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 September 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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