



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 Hong Kong Tops “Marketing Excellence Awards 2020” with 12 Accolades; First Company to Win Highest Honour – “Marketer of the Year” – for Three Years Running

HONG KONG, 14 December 2020 – AIA Hong Kong has outshone many of the renowned corporations at the “Marketing Excellence Awards 2020” (the Awards) organised by the prestigious marketing publication *Marketing Magazine* to claim the top honour of “Marketer of the Year” once again. By scooping 12 accolades this year, the Company emerged as the top winner and the first company ever to win the top distinction three years in a row, a testament to the Company’s outstanding performance in marketing solutions.

Details of the awards:

- “Marketer of the Year”, the highest honour of “Marketing Excellence Awards 2020”
- Plus 12 awards: Seven Gold, three Silver and two Bronze awards

Awards	Winning Projects
Seven Gold Awards	
Excellence in Branded Content	The Fight Against COVID-19 Campaign
Excellence in Use of Technology	iTravel Protect Digital Marketing Campaign
Excellence in Programmatic Marketing	iTravel Protect Digital Marketing Campaign
Excellence in Data-Driven Marketing	iTravel Protect Digital Marketing Campaign
Excellence in CX/UX	“DNA” – Transformation Journey Powered by Omni-Channel Ecosystem
Excellence in Innovation	“DNA” – Transformation Journey Powered by Omni-Channel Ecosystem
Excellence in Digital Marketing	“DNA” – Transformation Journey Powered by Omni-Channel Ecosystem
Three Silver Awards	
Excellence in Digital Marketing	The Fight Against COVID-19 Campaign
Excellence in Integrated Marketing	The Fight Against COVID-19 Campaign
Excellence in Insurance Marketing	iTravel Protect Insurance Marketing Campaign
Two Bronze Awards	
Excellence in Corporate Social Responsibility	The Fight Against COVID-19 Campaign
Excellence in Mobile Marketing	“DNA” - Transformation Journey Powered by Omni-Channel Ecosystem

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Ms. Bonnie Tse, General Manager, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “A successful marketing campaign is not just about pushing products. Only by genuinely understanding customer needs and seeing things from the customer’s perspective in every aspect of our work, can we create a marketing campaign that really touches people. The key of our success is built upon this ‘customer-centric’ philosophy. It is an important recognition and encouragement for us to have outshone so many marketing elites at the ‘Marketing Excellence Awards’ once again and become the first company ever to win the highest distinction for three consecutive years. We will continue to uphold our ‘customer-centric’ philosophy and communicate with the public through creative and diverse marketing strategies in order to inspire and help people live Healthier, Longer, Better Lives.”

Organised by the *Marketing Magazine*, the “Marketing Excellence Awards” are presented to corporations with outstanding marketing performance. 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.



AIA Hong Kong has outshone many of the renowned corporations by winning the top honour – “Marketer of the Year” – at the “Marketing Excellence Awards 2020” again, setting the record as the first company ever to win the top distinction for three years running. In addition, the Company has become the biggest winner this year by claiming 12 other awards.

Featured in the photo are executives from AIA Hong Kong & Macau: Ms. Bonnie Tse, General Manager, Strategy and Wealth Management (centre), Mr. Knattapisit Krutkrongchai, Chief Marketing Officer (left), and Mr. Ralph Yu, Chief Customer Officer (right).

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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 19,800 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 October 2020

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and pension customers (as at 31 March 2020)

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905