



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 Leads the Industry at YouGov Rankings as the “Most Considered Insurance Brand” And Sweeps 7 Accolades at Marketing Excellence Awards 2021

Hong Kong, 9 December 2021 – AIA ranks first in the Hong Kong insurance sector in “Finance Purchase Funnel Rankings 2021” conducted by international market research company YouGov, emerging as the “Most Considered Insurance Brand” in Hong Kong.

Moreover, AIA Hong Kong also received seven accolades at the “Marketing Excellence Awards 2021” organised by the marketing publication *Marketing Magazine*, another testament to the strong brand reputation and widespread popularity of AIA among the public. The honours also reflect the recognition of the Company’s marketing strategies by the professional judges.

The awards won by AIA Hong Kong at the “Marketing Excellence Awards 2021” include:

Awards	Winning Projects
Three Gold Awards	
Excellence in Advertising	“Today • Plan for Your Future” Campaign
Excellence in Digital Marketing	AIA Digital Dexterity and Leading CX
Excellence in Use of Technology	iSay – Social Media Prospecting
Two Silver Awards	
Excellence in Corporate Social Responsibility	Commitment in Nurturing Future Human Capital
Excellence in Insurance Marketing	“Today • Plan for Your Future” Campaign
Two Bronze Awards	
Excellence in Innovation	iSay – Social Media Prospecting
Excellence in Digital Marketing	iSay – Social Media Prospecting

Ms. Bonnie Tse, Chief Customer, Strategy and Transformation Officer at AIA Hong Kong & Macau, said, “To build a brand that would appeal to the hearts and minds of people, excellent marketing strategy is one of the keys to success. Together with appropriate products and thoughtful services, it helps to turn the brand into the customer’s first choice in the market. Topping the YouGov rankings and winning multiple accolades at the Marketing Excellence Awards represent an affirmation of our efforts in building and promoting the AIA brand. It also drives us to continue our pursuit to better understand customer needs and enhance customer experience; and through more outstanding marketing solutions to promote our products and services, thereby helping people to live Healthier, Longer, Better Lives.”

YouGov’s “Finance Purchase Funnel Rankings 2021” reveal the financial services brands that are best at converting consumers through the purchase funnel. The Rankings are based on the Consideration score from YouGov BrandIndex among consumers who are Aware of each brand over the 12 months from 1

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And Sweeps 7 Accolades at Marketing Excellence Awards 2021
9 December 2021
Page 2

September 2020 to 31 August 2021. This shows which brands are most successful at converting Aware consumers into ones that would consider the brand when next purchase in-market.

Organised by *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.



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Ms. Bonnie Tse, Chief Customer, Strategy and Transformation Officer at AIA Hong Kong & Macau (6th from left), leads the AIA Hong Kong team to receive seven accolades at the “Marketing Excellence Awards 2021”.

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“Hong Kong” and “Macau” herein refer to “Hong Kong Special Administrative Region” and “Macao Special Administrative Region”, respectively.

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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 20,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes 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 30 June 2021

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2021)

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905