



*Life Insurance Association
of Singapore*

Website Revamp
Creative Proposal
21 May 2018

Content

1. Brief Recap
2. IT Security and Agency Recommendations
3. The Creative
4. Content Article Tagging (Optional)
5. Infographic Development References (Out-of-Scope Deliverable)
6. An Introduction to Different

1. Brief Recap

Brief Recap

Required:

Revamp of the existing LIA website, <http://www.lia.org.sg/>

Revamp Objectives:

- To update the development software to meet current standards that can support the consumer education assets available on the website
- To upgrade and ensure that IT security meet current standards
- To revamp the look and feel to ensure a digital/mobile friendly user experience

Design Considerations:

- LIA logo, name and tagline to be retained; there are no other guidelines to follow
- All content with the exception of “FAIR” and “Consumer Zone” to be retained
- Agency is free to propose/recommend the most suitable UI/UX for the website

Target Audience:

Industry

- LIA members
- Life insurance agents/other intermediaries
- Other finance sectors
- Regulators e.g. Monetary Authority of Singapore (MAS), Ministry of Health (MOH), Central Provident Fund Board (CPFB)

Public

- Consumers
- Policyholders
- Complainants
- Media

2. IT Security And Agency Recommendations

1. Migrate to Drupal8 platform

LIA's site is currently using Drupal7, which is outdated and not "responsive-friendly". The platform's latest version, 8, is multifold.

It gets very technical but in short Drupal8 offers improved innovation, speed and scalability over its predecessor.

Benefits at a glance:

- Dedicated security team that fixes bugs instantaneously (amongst others)
- Fully responsive
- Flexible content delivery to any device or screen

2. Continued vigilance based on OWASP's top ten risks

The Open Web Application Security Project (OWASP) is a worldwide not-for-profit charitable organisation focused on improving the security of software.

OWASP is in a unique position to provide impartial, practical information about AppSec to individuals, corporations, universities, government agencies and other organizations worldwide.

Operating as a community of like-minded professionals, OWASP issues software tools and knowledge-based documentation on application security.

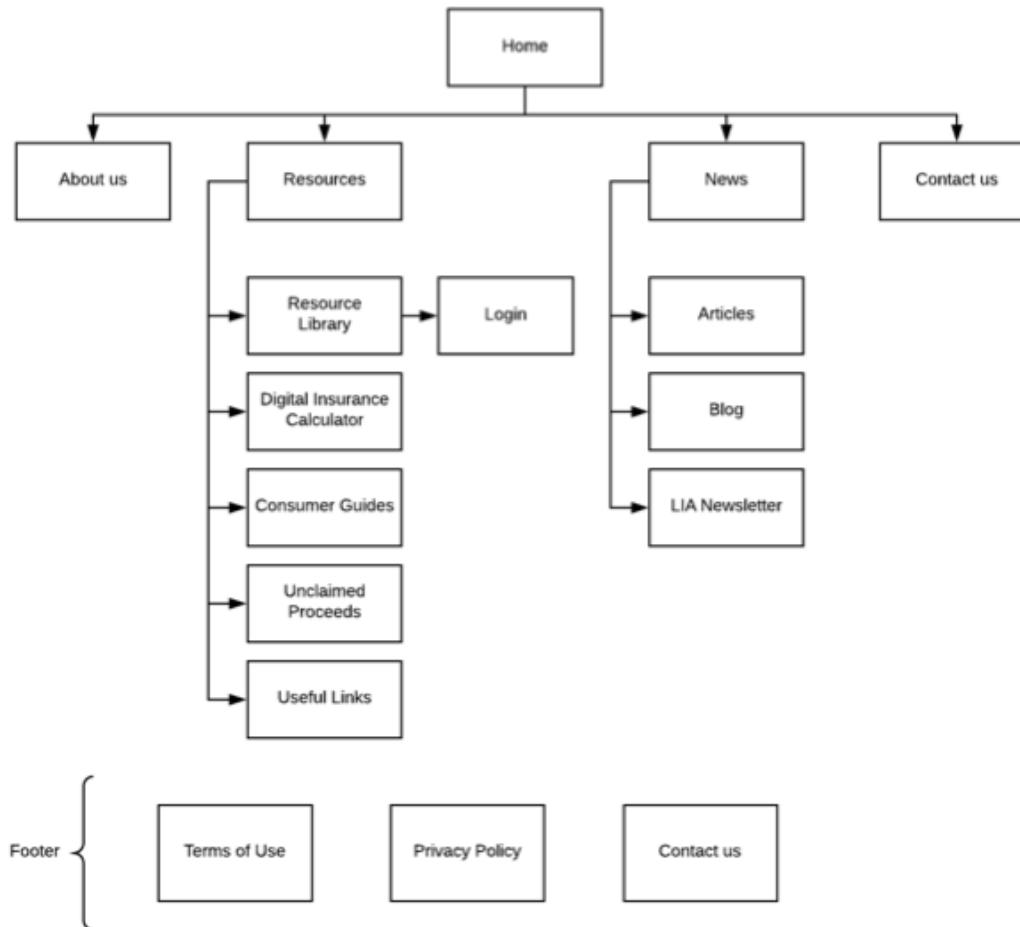
Annually, OWASP releases their top 10 security risks. And this is the barometer by which we will ensure that LIA's website will adhere to.

Note that not all pages have been designed. The following is just to give you a taste of what our proposal will look and feel like.

3. The Creative

Sitemap

This applies to both creative routes.



Route 1: Minimalist

Given the intent and purpose of the site is to inform, our creative approach is deliberately clean and minimalist. The key is to make content approachable and accessible by making it look and feel bite-size.

Design cues lead users to explore more, only when they choose to, keeping the site friendly and purposeful.

The colour is a blend of LIA's two colours with a preference towards green as it gives the website a fresh, modern appeal. The singular colour use against a white background allows for the site's content to standout.

Menu

LIFE INSURANCE ASSOCIATION OF SINGAPORE
Everything you need to know about life insurance.

HOME
ABOUT US
RESOURCES >
NEWS
CONTACT US

Get the latest on life insurance in your inbox

FEATURED GUIDE
YOUR GUIDE TO LIFE INSURANCE

NEWS
INSURANCE CALCULATOR
BLOG

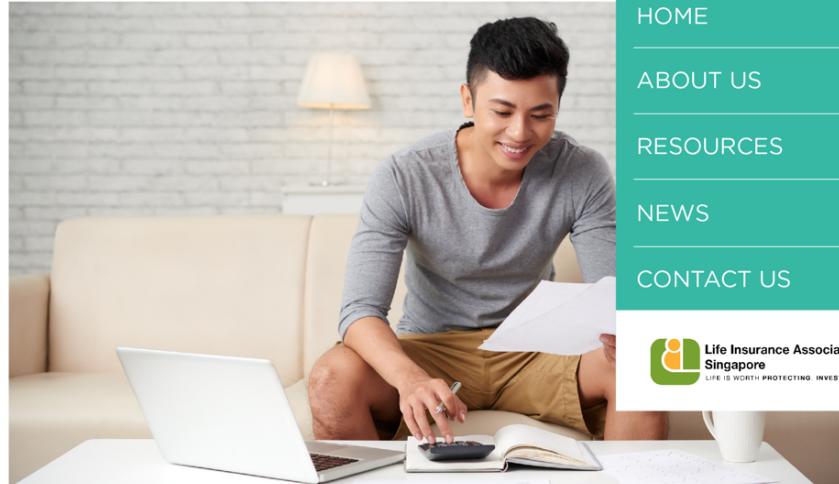
FEATURED ARTICLE
RETIREMENT INCOME: HOW MUCH IS ENOUGH?

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LIFE INSURANCE ASSOCIATION OF SINGAPORE

Everything you need to know about life insurance.



HOME

ABOUT US

RESOURCES >

NEWS >

CONTACT US



Life Insurance Association
Singapore

LIFE IS WORTH PROTECTING. INVEST IN IT.

Get the latest on life insurance in your inbox

Email

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Menu

Resources drop down

LIFE INSURANCE ASSOCIATION OF SINGAPORE

Everything you need to know about life insurance.

HOME ABOUT US RESOURCES Resource Library Digital Insurance Calculator Consumer Guides Unclaimed Proceeds Useful Links NEWS CONTACT US

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FEATURED GUIDE YOUR GUIDE TO LIFE INSURANCE

NEWS INSURANCE CALCULATOR BLOG

FEATURED ARTICLE RETIREMENT INCOME: HOW MUCH IS ENOUGH?

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NEWS INSURANCE CALCULATOR BLOG

FEATURED ARTICLE RETIREMENT INCOME: HOW MUCH IS ENOUGH?

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Home

1 of 4

The screenshot shows the homepage of the Life Insurance Association of Singapore. At the top left, there's a sidebar with a teal header containing the association's name and a subtext: "Everything you need to know about life insurance." Below this are several sections: "FEATURED GUIDE" (with a thumbnail of a person at a desk), "NEWS" (with a thumbnail of a newspaper), "INSURANCE CALCULATOR" (with a thumbnail of a calculator and a laptop), "BLOG" (with a thumbnail of a person typing on a laptop), "FEATURED ARTICLE" (with a thumbnail of a woman smiling at a laptop), and "RETIREMENT INCOME: HOW MUCH IS ENOUGH?" (with a thumbnail of a woman smiling). At the bottom of the sidebar, there are links for "Terms of Use", "Privacy Policy", and "Contact us". The main content area features a large image of a man sitting on a couch, looking at papers and a calculator. Below the image is a teal footer bar with the text "Get the latest on life insurance in your inbox" and a white input field for an email address.



LIFE INSURANCE ASSOCIATION OF SINGAPORE

Everything you need to
know about life insurance.



Get the latest on life insurance in your inbox

Email

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Home

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LIFE INSURANCE
ASSOCIATION
OF SINGAPORE

Everything you need to
know about life insurance.



FEATURED GUIDE



FEATURED ARTICLE



RETIREMENT
INCOME:
HOW MUCH
IS ENOUGH?

BY LIA
LIA CHUA

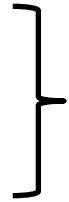
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TOS

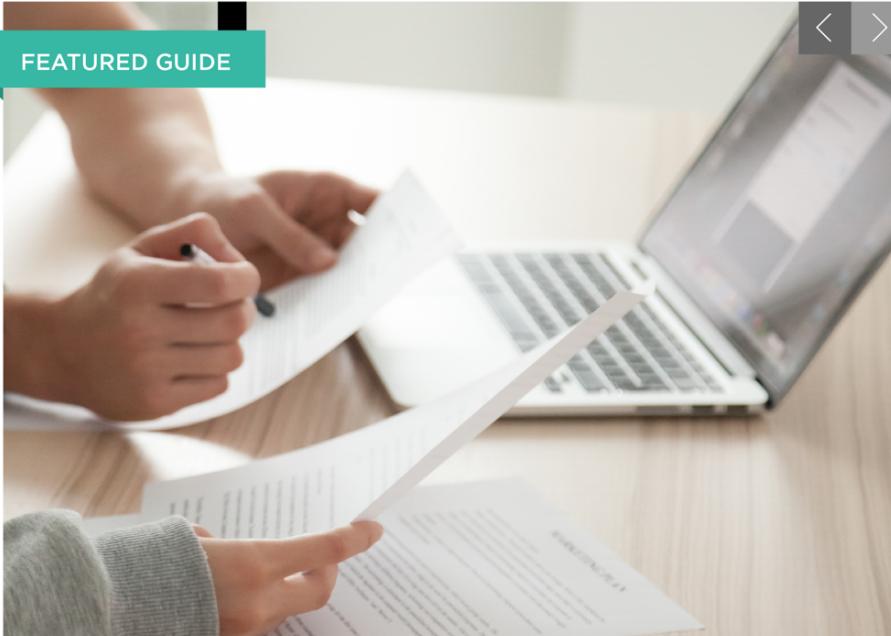
PRIVACY POLICY

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LIA CHUA
Life Insurance Association
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FEATURED GUIDE



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YOUR GUIDE
TO LIFE
INSURANCE

26/04/2017

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Home

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LIFE INSURANCE
ASSOCIATION
OF SINGAPORE

Everything you need to
know about life insurance.



FEATURED GUIDE



YOUR GUIDE
TO LIFE
INSURANCE



NEWS

INSURANCE
CALCULATOR

BLOG



RETIREMENT
INCOME:
HOW MUCH
IS ENOUGH?



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NEWS



INSURANCE CALCULATOR



BLOG



FEATURED ARTICLE



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LIFE INSURANCE
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Everything you need to
know about life insurance.



FEATURED GUIDE



YOUR GUIDE
TO LIFE
INSURANCE

NEWS



INSURANCE
CALCULATOR



BLOG



FEATURED ARTICLE



RETIREMENT
INCOME -
HOW MUCH
IS ENOUGH?

05/05/2018



FEATURED ARTICLE



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**RETIREMENT
INCOME -
HOW MUCH
IS ENOUGH?**

05/05/2018



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ABOUT US

Our Mission
Our Vision
Ordinary Members
Associate Members
Management Committee
2018 - 2019

OUR MISSION

- Enhance consumer understanding
- Promote industry best practices
- Foster collaboration and mutual respect with government and business leaders

To help create a society where every person is financially prepared for the future

OUR VISION

OUR MEMBERS

ASSOCIATE MEMBERS

MANAGEMENT COMMITTEE 2018 - 2019

OFFICERS

Deputy President	President	Deputy President
Kwee Teck Hock Managing Director AIA Singapore	James Tan Managing Director Great Eastern Life Insurance Company	Andrew Woodall Chief Executive Officer Great Eastern Life Insurance Company

MEMBERS

Patricia Yeo Chairwoman Chairwoman of the Management Committee	Joan Soule Chairwoman Chairwoman of the Management Committee	Alexander Wong Chairman Chairman of the Management Committee	Khor Hock Sang Chairman Chairman of the Management Committee
Patricia Yeo Chairwoman Chairwoman of the Management Committee	Joan Soule Chairwoman Chairwoman of the Management Committee	Alexander Wong Chairman Chairman of the Management Committee	Khor Hock Sang Chairman Chairman of the Management Committee

SECRETARIAT

Zhuohui Lin Executive Director	Caroline Chan Executive Director	Grace Cheung Executive Director
Zhuohui Lin Executive Director	Caroline Chan Executive Director	Grace Cheung Executive Director

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OUR VISION

To help create a society where every person is financially prepared for the future

This is a side menu bar. Clicking on the individual items will bring the content up in the right side of the page.



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To help create a society where every person is financially prepared for the future

ORDINARY MEMBERS

ASSOCIATE MEMBERS

MANAGEMENT COMMITTEE 2018 - 2019

OFFICERS

Deputy President	President	Deputy President
Alan Yew Chairman of the Management Committee	Francis Teo Managing Director of Aviva Singapore	James Tan Chairman of the Management Committee

MEMBERS

President	Chairman of the Management Committee	Deputy President
Jean Soulie Chairman of the Management Committee	Andrew Woodall Chairman of the Management Committee	Khor Hock Sang Chairman of the Management Committee

SECRETARIAT

Executive Director	Deputy Executive Director	Deputy Executive Director
Pauline Lin Executive Director	Cecilia Chan Deputy Executive Director	Chua Cheong Cheung Deputy Executive Director

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Last updated: 12 January 2018

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ORDINARY MEMBERS



AIA Singapore
Private Limited



Aviva Ltd



AXA Insurance Pte Ltd



China Life Insurance
(Singapore) Pte. Ltd.



Etiqua Insurance
Pte. Ltd.



Friends Provident
International Limited
(Singapore Branch)



FWD Singapore
Pte. Ltd.



Generali Worldwide
Insurance Company
Limited, Singapore Branch



Great Eastern
General Insurance
Limited



Great Eastern
Life Assurance
Company Limited



HSBC Insurance
(Singapore)
Pte. Limited



Life Insurance
Corporation
(Singapore) Pte Ltd

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ABOUT US Our Mission Our Vision Ordinary Members Standing Committees Management Committee 2018 - 2019	OUR MISSION Enhance member understanding Promote industry best practices Foster collaboration and mutual respect with government and business leaders	OUR VISION To build a society where every person is financially prepared for the future
DIVERSITY MEMBERS		
GENERAL MEMBERS		
 AIA Singapore Financial Protection Life Insurance	 AVIVA Life Insurance Health Insurance	 Choa Hock Chye General Hospital Choa Hock Chye Hospital
 ETIQA General Insurance Life Insurance	 FWD Life Insurance	 HSBC Life Insurance HSBC Private Bank
 Great Eastern General Insurance Life Insurance	 ICLIC Life Insurance Critical Care Insurance	 Manulife Financial Protection Life Insurance
 UICOMO General Insurance Life Insurance	 CNA General Insurance Life Insurance	 Prudential General Insurance Critical Care Insurance
 Singapore Life General Insurance Life Insurance	 St James's Place Financial Protection Life Insurance	 Societe Generale General Insurance Life Insurance
 Transamerica Financial Protection Life Insurance Critical Care Insurance	 ZURICH General Insurance Life Insurance	 Swiss Re General Insurance Life Insurance
ASSOCIATE MEMBERS		
 GIC General Insurance Life Insurance	 Munich Re General Insurance Life Insurance	 Pacific Life General Insurance Life Insurance
 RGA Reinsurance Company Specialty Reinsurance	 SCOR Reinsurance Company Specialty Reinsurance	 Swiss Re General Insurance Life Insurance
MANAGEMENT COMMITTEE 2018 - 2019		
OFFICERS		
Deputy President  Kish Ng Chairman of the Management Committee	President  Ananya Sen Chairman of the Management Committee	Deputy President  James Tan Chairman of the Management Committee
MEMBERS		
 Patrick Teo Chairman of the Audit Committee	 John Drouet Chairman of the Risk Committee	 Andrew Weisfeldt Chairman of the Finance Committee
 Mohd Kali Ismail Chairman of the Membership Committee	 Kao Ng Chairman of the PR Committee	 Wai Blackwood Chairman of the Social Committee
 James Tan Chairman of the Standing Committee	 Carrie Chan Chairman of the Standing Committee	 Chloe Cheung Chairman of the Standing Committee
SECRETARIAT		
 Phoebe Low Chairman of the Standing Committee	 Carrie Chan Chairman of the Standing Committee	 Chloe Cheung Chairman of the Standing Committee

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ASSOCIATE MEMBERS



A Berkshire Hathaway Company



General Reinsurance
AG Singapore
Branch



Pacific Life
Re Limited,
Singapore Branch



RGA International
Reinsurance Company
dac Singapore Branch



Swiss Re Asia
Pte. Ltd.

MANAGEMENT COMMITTEE 2018 - 2019

OFFICERS

Deputy President

President

Deputy President

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OUR MISSION

- Enhance consumer understanding
- Promote industry best practices
- Foster collaboration and mutual respect with government and industry partners

To help create a society where every person is financially prepared for the future

ORDINARY MEMBERS

- etiqua
- AVIVA
- FWD
- Great Eastern
- Great Western
- Manulife
- SingaporeLife
- TIGER
- ZURICH

ASSOCIATE MEMBERS

- RGA
- SCOR
- Swiss Re

MANAGEMENT COMMITTEE 2018 - 2019

Officers

Deputy President	President	Deputy President

Members

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Secretariat

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Version 1.0 (2018)

MANAGEMENT COMMITTEE 2018 - 2019

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OFFICERS

Deputy President



Ken Ng
Chief Executive
NTUC Income
Insurance Co-operative
Limited

President



Patrick Teow
Chief Executive Officer
AIA Singapore
Private Limited

Deputy President



James Tan
Chief Executive Officer
Tokio Marine
Life Insurance
Singapore Ltd.

MEMBERS



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ABOUT US Our Mission Our Vision Ordinary Members Management Committee 2018 - 2019	OUR MISSION To enhance member understanding of financial industry best practices Foster collaboration and mutual respect with government and business community	OUR VISION To help create a society where every person is financially prepared for the future
CHARACTER MEMBERS		
 AIA Group Asia's largest life insurance group	 AVIVA Asia Pacific's leading insurance and investment group	 Asia Finance Practice Asia's leading independent financial services firm
CORPORATE MEMBERS		
 ETISQA Asia's leading insurance and reinsurance trade association	 FWD Financial well-being for all	 Great Eastern Asia's oldest life insurance company
 Great Eastern Life Asia's oldest life insurance company	 HSBC HSBC Insurance	 MIGIC Malaysia Insurance & General Industry Council
 Manulife Asia's largest life insurance company	 PICC PICC Property & Casualty Insurance Company of China	 Prudential Prudential Financial
 Sime Darby Life Insurance Malaysia's largest life insurance company	 Swiss Life Swiss Life Insurance	 Swiss Re Swiss Reinsurance Company
ASSOCIATE MEMBERS		
 Globe General Insurance Brokers Association of Malaysia	 Munich RE Munich Re Malaysia	 PacificLife Pacific Life Assurance Company
 RGA Rating Guaranty Association of America	 SGCR Singapore General Chamber of Realtors	 Swiss Re Swiss Reinsurance Company
MANAGEMENT COMMITTEE 2018 - 2019		
OFFICERS		
Deputy President  Kwai Ng Secretary General, Association of Financial Institutions	President  Kwai Ng Chairman of the Board of Directors, AIA Group	Deputy President  Kwai Ng Chairman of the Board of Directors, AIA Group
MEMBERS		
 Patrick Neeve Chairman of the Board, Association of Financial Institutions	 Jean Groueff Chairman of the Board, Association of Financial Institutions	 Andrew Weisleder Chairman of the Board, Association of Financial Institutions
 Muay Yeh Tong Chairman of the Board, Association of Financial Institutions	 Aoi Ng Chairman of the Board, Association of Financial Institutions	 Wif Blackwood Chairman of the Board, Association of Financial Institutions
SECRETARIAT		
 Pauline Lim Executive Director	 Caroline Chan Executive Director	 Chia Cheong Cheung Executive Director

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SECRETARIAT



Khoo Kah Siang
President &
Chief Executive Officer
Manulife (Singapore)
Pte. Ltd.



Ken Ng
Chief Executive
NTUC Income
Insurance Co-operative
Limited



Wilf Blackburn
Chief Executive Officer
Prudential Assurance
Company Singapore
(Private) Limited



James Tan
Chief Executive Officer
Tokio Marine
Life Insurance
Singapore Ltd.



Pauline Lim
Executive Director



Cecilia Chan
Senior Manager



Chua Cheng Cheng
Manager

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Resources > Library

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RESOURCE LIBRARY

Access the latest in industry guidelines, fund performances and more.

Log in to update your profile
or become a member

User Name:

password:

Submit >

SEARCH

Enter keyword:

Health Insurance, Inc.

Reset

RESULTS



ARTICLE #1
BUSINESS
06/04/01



ARTICLE #2
BUSINESS
06/04/01

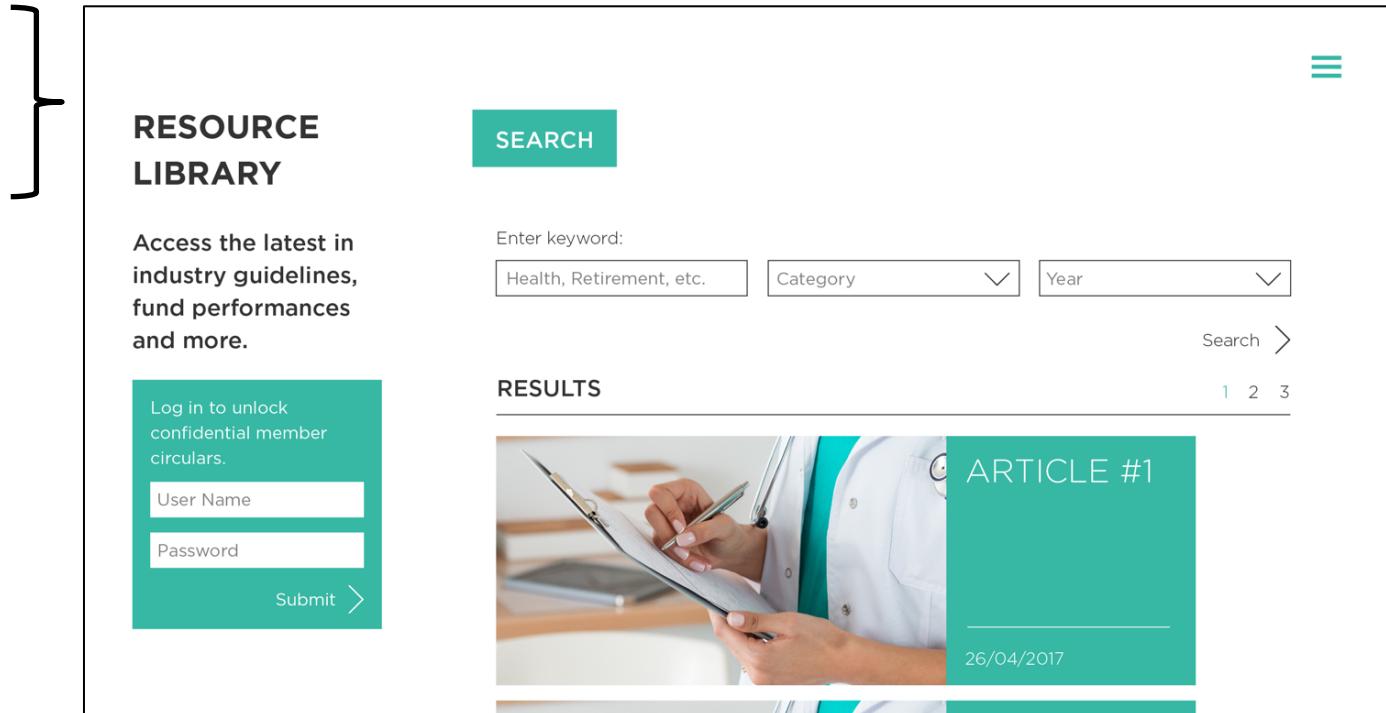


ARTICLE #3
BUSINESS
06/04/01



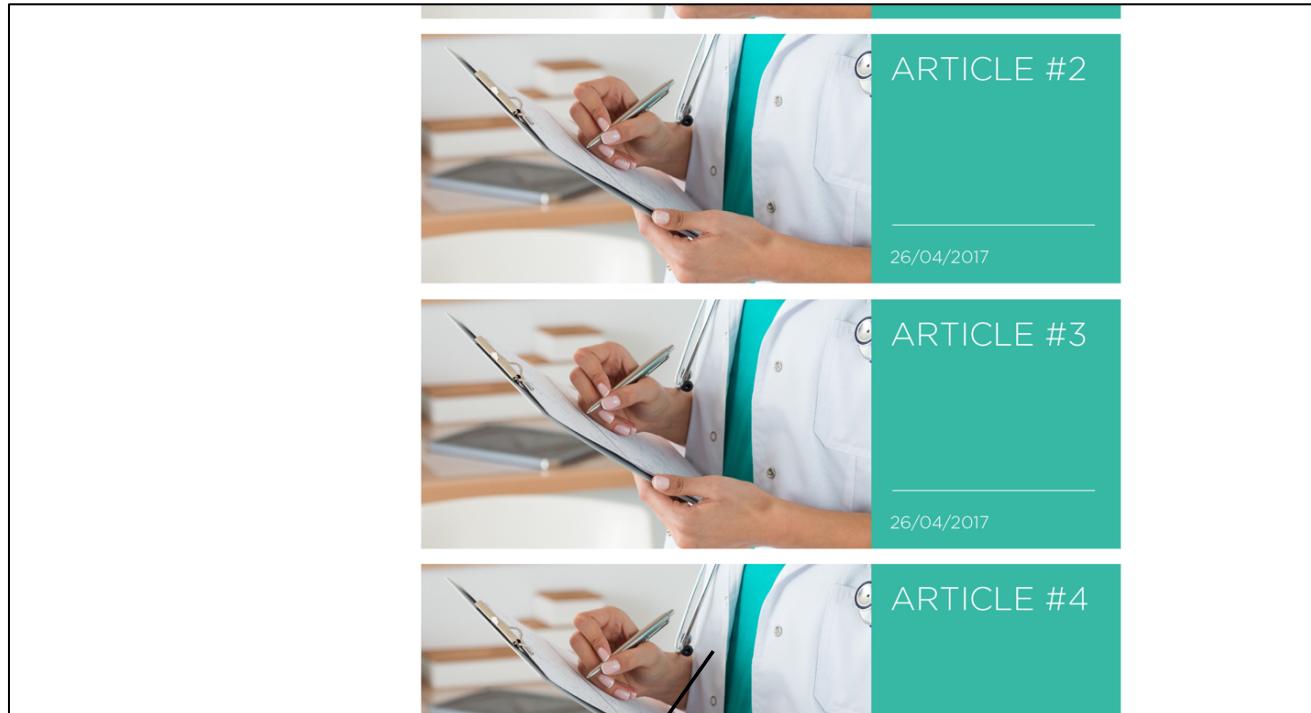
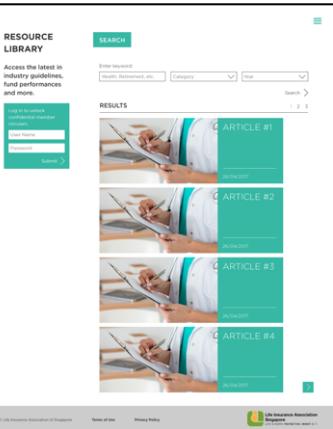
ARTICLE #4
BUSINESS
06/04/01

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Resources > Library

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Artwork is for placement only. Actual site will display
different images and corresponding headlines.

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SEARCH

Enter keyword: Health, Retirement, etc. Category: Year: Search >

RESULTS

ARTICLE #1
26/04/2017

ARTICLE #2
26/04/2017

ARTICLE #3
26/04/2017

ARTICLE #4
26/04/2017

Log in to access your member portal
User Name: Password: Search

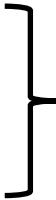
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Access the latest in industry guidelines, fund performances and more.

Log in to access your member portal
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26/04/2017

ARTICLE #3

26/04/2017

ARTICLE #4

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1. Age

≡

INSURANCE CALCULATOR

I have read and understood the disclaimer to using this insurance calculator.

Use Calculator >

PERSONAL PARTICULARS

1. What is your age?

27

20 30 40 50 60 70

1 2 3 4 5 6 7 8 9

Next >

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2. Income

≡

INSURANCE CALCULATOR

PERSONAL PARTICULARS

2. What is your annual income?

1 2 3 4 5 6 7 8 9

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3. Retirement

≡

INSURANCE CALCULATOR

PERSONAL PARTICULARS

3. What is your retirement spending for your spouse?

1 2 3 4 5 6 7 8 9

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4. Dependents

≡

INSURANCE CALCULATOR

DEPENDENT INFORMATION

4. Select the ages of your children plus any other dependent children.

Age	Cost	
Child 1	<input type="text" value="\$0"/>	+ Add More
Child 2	<input type="text" value="\$0"/>	
Child 3	<input type="text" value="\$0"/>	

1 2 3 **4** 5 6 7 8 9

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5. Parents

INSURANCE CALCULATOR

DEPENDENT INFORMATION

5. Select the ages of your parents and your spouse's parents.

	Age	Cost		Age	Cost
Father	<input type="text"/>	\$0	Spouse's Father	<input type="text"/>	\$0
Mother	<input type="text"/>	\$0	Spouse's Mother	<input type="text"/>	\$0

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6. Dependent adults

INSURANCE CALCULATOR

DEPENDENT INFORMATION

6. If there are other dependent adults (including spouse), select the ages of all these dependent adults. Do not include your parents or your spouse's parents for this section.

	Age	Cost	
Spouse	<input type="text"/>	<input type="text"/> \$0	+ Add More
Adult 1	<input type="text"/>	<input type="text"/> \$0	
Adult 2	<input type="text"/>	<input type="text"/> \$0	

1 2 3 4 5 6 7 8 9

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7. Loans

≡

INSURANCE CALCULATOR

FINANCIAL INFORMATION

7. What are your outstanding loans?

Housing Loan

Personal Loans

1 2 3 4 5 6 **7** 8 9

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8. Disposable assets

≡

INSURANCE CALCULATOR

FINANCIAL INFORMATION

8. What are your disposable assets?

CPF Savings	\$0
Bank Deposits	\$0
Other Assets	\$0

1 2 3 4 5 6 7 **8** 9

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9. Coverage

≡

INSURANCE CALCULATOR

FINANCIAL INFORMATION

9. What is your existing insurance coverage?

Personal Coverage	\$0	Mortgage Insurance	\$0
Employer Coverage	\$0		
Dependent Protection Scheme	\$0		

1 2 3 4 5 6 7 8 9

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Resources > Useful links

USEFUL LINKS

Links

Association of Banks in Singapore
Association of Financial Advisers (Singapore)
Central Provident Fund Board - Investment and Retirement
Financial Planning Association of Singapore
Financial Services Managers Association
Fund Singapore
General Insurance Association of Singapore
Insurance & Financial Practitioners Association of Singapore
Investment Management Association of Singapore
Ministry of Health - Medical Insurance Schemes
Monetary Authority of Singapore
Financial Institutions Directory
MoneySENSE
Securities Investors Association (Singapore)
Singapore Actuarial Society
Singapore Association of Finance
Singapore Deposit Insurance Corporation
Singapore Exchange (SGX) - Singapore's Stock Exchange
Singapore Institute of Insurance
Society of Financial Service Professionals
SocGen Life Assurance
Financial Industry Dispute Resolution Centre (FIDRC)

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LINKS

Association of Banks in Singapore
Association of Financial Advisers (Singapore)
Central Provident Fund Board - Investment and Retirement
Financial Planning Association of Singapore
Financial Services Managers Association
Fund Singapore
General Insurance Association of Singapore
Insurance & Financial Practitioners Association of Singapore
Investment Management Association of Singapore
Ministry of Health - Medical Insurance Schemes
Monetary Authority of Singapore
Financial Institutions Directory
MoneySENSE
Securities Investors Association (Singapore)
Singapore Actuarial Society

We are only displaying one section here, the full page can be viewed on the left hand side of this page, under the header.

News > Newsletter Archive



LIA ONLINE NEWSLETTER ARCHIVE

Learn about the exciting developments in the world of life insurance.

RESULTS

Thumbnail	Issue Title	Date
	LIFEWIRE ISSUE #28	26/04/2017
	LIFEWIRE ISSUE #27	26/04/2017
	LIFEWIRE ISSUE #26	26/04/2017
	LIFEWIRE ISSUE #25	26/04/2017

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LIA ONLINE NEWSLETTER ARCHIVE

Learn about the exciting developments in the world of life insurance.

SEARCH

Enter keyword:

Health, Retirement, etc.

Category

Year

Search >

RESULTS



Artwork is for placement only. Actual site will display different images and corresponding headlines.

We are only displaying one section here, the full page can be viewed on the left hand side of this page, under the header.

ARTICLES

Learn more about what's important.

FEATURED ARTICLE RETIREMENT INCOME - HOW MUCH IS ENOUGH?

SEARCH

Enter keyword: Health, Retirement, etc. Category Year

RESULTS

YOUR GUIDE TO LIFE INSURANCE

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ARTICLES

Learn more about what's important.

FEATURED ARTICLE



RETIREMENT INCOME - HOW MUCH IS ENOUGH?

05/05/2018

SEARCH

Enter keyword:

Health, Retirement, etc. Category Year

ARTICLES

Learn more about what's important.

FEATURED ARTICLE RETIREMENT INCOME: HOW MUCH IS ENOUGH?

SEARCH

Enter keyword: Health, Retirement, etc. Category Year

Search >

RESULTS

1 2 3

YOUR GUIDE TO LIFE INSURANCE

© Life Insurance Association of Singapore Terms of Use Privacy Policy LIA Singapore - The insurance association



Enter keyword:

Health, Retirement, etc. Category Year

Search >

RESULTS

1 2 3

YOUR GUIDE TO LIFE INSURANCE

26/04/2017

YOUR GUIDE TO LIFE INSURANCE

26/04/2017



Artwork is for placement only. Actual site will display different images and corresponding headlines.

We are only displaying the second section here, the full page can be viewed on the left hand side of this page, under the header.

Contact Us

CONTACT US

ADDRESS

Thank you for your interest in the Life Insurance Association of Singapore.
You can contact us at the following address or fill out the form to send us an email.

79 Anson Road
#11-05
Singapore 079906
Tel. (65) 6438 8900
Fax. (65) 6438 6989

FORM

Name*

Email

Company

Address

Telephone

Message

© Life Insurance Association of Singapore Terms of Use Privacy Policy



CONTACT US

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Fax. (65) 6438 6989

FORM

Name*

Email

Company



We are only displaying one section here, the full page can be viewed on the left hand side of this page, under the header.

Also we have not refined the form yet, and will do so together with you upon appointment.

Route 2: Cheery

The approach in our design is the same as Route 1, however, for this route, we introduced the used of icons. The reason we used icons is for its simplicity and its visual variety.

The menu bar is takes on a direct approach, by being present at all times.

we have done a couple of pages to give you a sense of the look and feel of what this route could be.

The colour used here is bright yellow for its sense of bright optimism.

Home

1 of 4

The screenshot shows the homepage of the Life Insurance Association of Singapore. At the top, there's a navigation bar with links for 'ABOUT US', 'RESOURCES', 'NEWS', and 'CONTACT'. A search bar is also present. Below the header, there's a main banner with a photo of a man sitting on a couch working on a laptop. To the left of the banner, there's a 'FEATURED GUIDE' section titled 'Your Guide to Life Insurance' with a brief description and a link. Below this, there are three categories: 'Latest News', 'Digital Insurance Calculator', and 'Blog'. Further down, there's a 'FEATURED ARTICLE' section titled 'Retirement Income - How Much Is Enough?' with a photo of a woman working on a laptop. At the bottom of the page, there are footer links for 'About Us', 'Privacy Policy', and 'Contact Us', along with the LIA logo.

The screenshot shows the homepage of the Life Insurance Association of Singapore. At the top, there's a navigation bar with links for 'ABOUT US', 'RESOURCES', 'NEWS', and 'CONTACT'. A search bar is also present. Below the header, there's a main banner with a photo of a man sitting on a couch working on a laptop. To the left of the banner, there's a text block that reads: 'LIFE INSURANCE ASSOCIATION OF SINGAPORE'. Below this, there's a large heading: 'Everything you need to know about life insurance.' To the right of the heading, there's a detailed paragraph about the association: 'Life Insurance Association, Singapore is a not-for-profit trade body of life insurance product providers and life reinsurance providers based in Singapore and licensed by the Monetary Authority of Singapore.' The background of the page features a blue gradient with small white stars.

[] DIFFERENT

Home

2 of 4

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US | RESOURCES | NEWS | CONTACT | Q

Everything you need to know about life insurance.

Life Insurance Association Singapore is the profit-making body of the insurance product providers and service providers based in Singapore and licensed by the Monetary Authority of Singapore.

FEATURED GUIDE



Your Guide to Life Insurance

Learn the various types of life insurance products and distribution channels that will help you discuss your insurance needs with your Financial Adviser representative.

Latest News

Find out what's new and interesting that matters to you.

Digital Insurance Calculator

Find out how much insurance you need with ease.

Blog

Learn how to live life to the fullest from the experts.

FEATURED ARTICLE



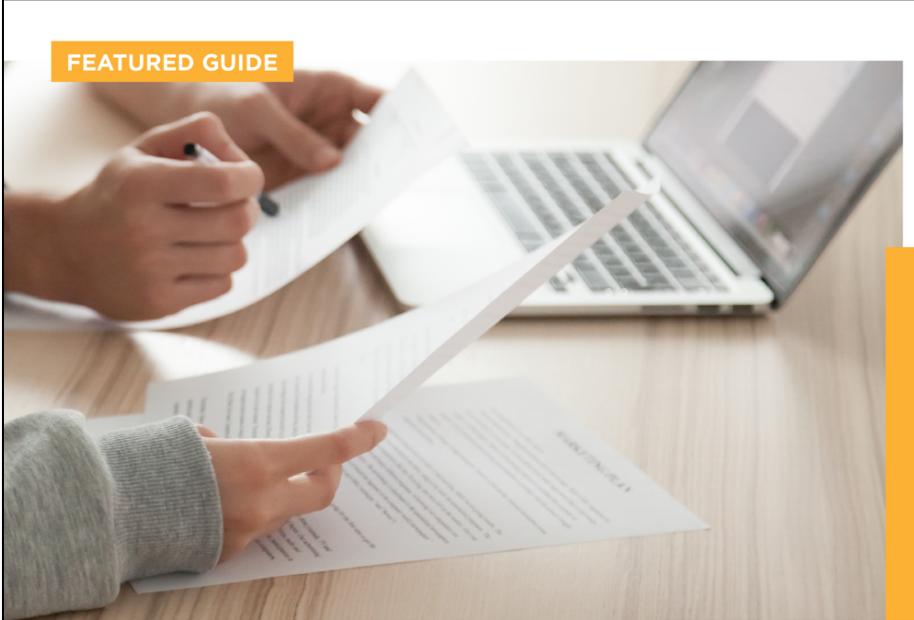
Retirement Income - How Much Is Enough?

Ever wonder finding out how much you will need for retirement? Learn how to calculate your retirement needs, accumulate savings for your golden years and get advice on financial planning.

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FEATURED GUIDE



Your Guide to Life Insurance

Learn the various types of life insurance products and distribution channels that will help you discuss your insurance needs with your Financial Adviser representative.

[] DIFFERENT

Home

3 of 4

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US RESOURCES NEWS CONTACT

Everything you need to know about life insurance.

Life Insurance Association Singapore is the profit-making body of the insurance product providers based in Singapore and licensed by the Monetary Authority of Singapore.

FEATURED GUIDE

Your Guide to Life Insurance

Learn the services of life insurance companies and distributor channels that will help you meet your insurance needs with your Financial Advisor representative.

Latest News

Digital Insurance Calculator

Blog

Retirement Income

How Much Is Enough?

Ever wonder finding out how much you will need for retirement? Learn how to calculate your financial needs, accumulate savings for your golden years and get advice on financial planning.

FEATURED ARTICLE

Retirement Income

How Much Is Enough?

Ever wonder finding out how much you will need for retirement? Learn how to calculate your financial needs, accumulate savings for your golden years and get advice on financial planning.

© Life Insurance Association of Singapore Terms of Use Privacy Policy Contact Us LIFE INSURANCE ASSOCIATION OF SINGAPORE

Latest News

Find out what's new and noteworthy, with news that matters to you.

Digital Insurance Calculator

Find out how much insurance you need with ease.

Blog

Learn more about life insurance from the experts.

FEATURED ARTICLE

Home

4 of 4

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US | RESOURCES | NEWS | CONTACT | Q

Everything you need to know about life insurance.

Life Insurance Association Singapore is the profit-making body of the insurance product providers and service providers based in Singapore and licensed by the Monetary Authority of Singapore.

FEATURED GUIDE

Your Guide to Life Insurance

Learn the services of life insurance and the distribution channels that will help you meet your financial needs with your financial advisor representative.

Latest News

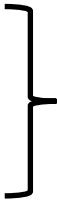
Digital Insurance Calculator

Blog

Retirement Income - How Much is Enough?

Don't delay finding out how much you will need for retirement. Learn how to gauge your retirement needs, accumulate savings for your golden years and get advice on financial planning.

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FEATURED ARTICLE



Retirement Income - How Much is Enough?

Don't delay finding out how much you will need for retirement. Learn how to gauge your retirement needs, accumulate savings for your golden years and get advice on financial planning.

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Life Insurance Association
Singapore

[] DIFFERENT

About Us

1 of 4

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US RESOURCES NEWS CONTACT

OUR MISSION

- Enhance consumer understanding
- Promote industry best practices
- Foster collaboration and mutual respect with government and business leaders

To help create a society where every person is financially prepared for the future.

ORDINARY MEMBERS

MANAGEMENT COMMITTEE 2014 - 2016

OFFICERS

President	Deputy President	President
Mr Ng	Mr Tan	Mr James Tan

MEMBERS

Chair Executive Officer	Chief Executive Officer	Chair Executive Officer
Ms Lee	Mr Tan	Mr Koh

SECRETARIAT

Executive Officer	Executive Officer	Executive Officer
Quek Peat	Tan Boon Teck	Chia Cheng Ching

LIA Logo

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US RESOURCES NEWS CONTACT



About Us

OUR MISSION

- Enhance consumer understanding
- Promote industry best practices
- Foster collaboration and mutual respect with government and business leaders

OUR VISION

To help create a society where every person is financially prepared for the future.

ORDINARY MEMBERS

[] DIFFERENT

About Us

2 of 4

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US RESOURCES NEWS CONTACT

About Us

OUR MISSION

- Enhance consumer understanding
- Promote collaboration and include input with government and business leaders

OUR VISION

To create a society where every person is financially prepared for the future.

ORDINARY MEMBERS



AIA Singapore Private Limited



Aviva Ltd



AXA redefining insurance



China Life Insurance (Singapore) Pte. Ltd.

ORDINARY MEMBERS



eTiqa Insurance Pte. Ltd.



Friends Provident International Limited (Singapore Branch)



FWD Singapore Pte. Ltd.



Generali Worldwide Insurance Company Limited, Singapore Branch

ORDINARY MEMBERS



Great Eastern General Insurance Limited



Great Eastern Life Assurance Company Limited



HSBC Insurance



Life Insurance Corporation (Singapore) Pte Ltd

MANAGEMENT COMMITTEE 2014 - 2016

OFFICERS

President	President	Deputy President
Mr Ng	Mr Tan	Mr James Tan
Chair Executive Officer	Chair Executive Officer	Chair Executive Officer

MEMBERS

Chair Executive Officer	Chair Executive Officer	Chair Executive Officer
Mr Ng	Mr Tan	Mr James Tan
Chair Executive Officer	Chair Executive Officer	Chair Executive Officer

SECRETARIAT

Executive Officer	Executive Officer	Executive Officer
Ms Wong	Ms Wong	Ms Wong
Executive Officer	Executive Officer	Executive Officer

LIAISON COMMITTEE

Chair Executive Officer	Chair Executive Officer	Chair Executive Officer
Mr Ng	Mr Tan	Mr James Tan
Chair Executive Officer	Chair Executive Officer	Chair Executive Officer

ORDINARY MEMBERS



AIA Singapore Private Limited



Aviva Ltd



AXA redefining insurance



China Life Insurance (Singapore) Pte. Ltd.



eTiqa Insurance Pte. Ltd.



Friends Provident International Limited (Singapore Branch)



FWD Singapore Pte. Ltd.



Generali Worldwide Insurance Company Limited, Singapore Branch



Great Eastern General Insurance Limited



Great Eastern Life Assurance Company Limited



HSBC Insurance (Singapore) Pte. Limited



Life Insurance Corporation (Singapore) Pte Ltd

We are only displaying one section here, the full page can be viewed on the left hand side of this page, under the header.

About Us

3 of 4

LIFFE RESERVE ASSOCIATION
FOR INSURANCE FIRMS

ABOUT US RESOURCES NEWS CONTACT

About Us

OUR MISSION

- Enhance consumer understanding of insurance products
- Foster collaboration and mutual respect with government and business leaders

To help create a society where every person is financially prepared for the future.

OUR MEMBERS

OUR MEMBERS

MANAGEMENT COMMITTEE 2018 - 2019

OFFICERS

 Ben Ng General Manager, Asia AIA Singapore Private Limited	 Patrick Tan Chief Executive Officer AXA Insurance Pte Ltd	 James Tan Group Head of Financial Administration & Control
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MEMBERS

 Alan Wong Chairman AIA Singapore Private Limited	 Dr. Suresh Nair Secretary Great Eastern Life Assurance Company Limited	 Mr. William D'Costa Treasurer AXA Insurance Pte Ltd
 Alvin Teo Chairman Manulife Singapore Pte Ltd	 Dr. Suresh Nair Secretary Great Eastern Life Assurance Company Limited	 Mr. William D'Costa Treasurer AXA Insurance Pte Ltd

SECRETARIAT

 Mrs. Elizabeth Tan Chairwoman Liffé Reserve Association	 Mrs. Elizabeth Tan Secretary Liffé Reserve Association	 Mrs. Elizabeth Tan Treasurer Liffé Reserve Association
--	---	---

ORDINARY MEMBERS



A Berkshire Hathaway Company

General Reinsurance AG
Singapore Branch



Munich Reinsurance Company



Pacific Life Re Limited,
Singapore Branch

PartnerRe

Partner Reinsurance
Asia Pte. Ltd.



RGA International
Reinsurance Company
dac Singapore Branch



SCOR Global Life SE
Singapore Branch



Swiss Re Asia Pte. Ltd.

MANAGEMENT COMMITTEE 2018 – 2019

OFFICERS

About Us

4 of 4

LIFE INSURANCE ASSOCIATION OF SINGAPORE

ABOUT US | RESOURCES | NEWS | CONTACT

About Us

OUR MISSION

- Enhance consumer understanding of life insurance products
- Foster collaboration and mutual respect with government and industry leaders

OUR VISION

To create a society where every person is financially prepared for the future.

OVERVIEW MEMBERS

AIA Singapore
Private Limited

AVIVA

AXA Insurance Pte Ltd

BUPA

etiqua

Great Eastern
Life Assurance Company
of Singapore Pte Ltd

HSBC

FWD Singapore Pte Ltd

GENDAM

Manulife

MCMC MUTUAL

PRUDENTIAL

SwissLife

ZURICH

OVERVIEW MEMBERS

Gen Re,
A Berkshire Hathaway Company

Munich RE

PACIFIC LIFE RE

PartnerRe

RGA

SCOR

Swiss Re

Z ZURICH

MANAGEMENT COMMITTEE 2018 - 2019

OFFICERS

 Daren Ng General Manager, AIA AIA Singapore Private Limited	 Patrick Tan General Manager, AXA AXA Insurance Pte Ltd	 James Tan Chairman, Life Insurance Association of Singapore
---	--	---

SECRETARIAT

 Kathy Ng Secretary General Life Insurance Association of Singapore	 Lillian Ng Head of Secretariat Life Insurance Association of Singapore	 Daryl Cheung Wong Head of Communications Life Insurance Association of Singapore
--	--	--

MANAGEMENT COMMITTEE 2018 – 2019

OFFICERS

Deputy President



Ken Ng
Chief Executive
NTUC Income Insurance
Co-operative Limited

President



Patrick Teow
Chief Executive Officer
IA Singapore Private Limited

Deputy President



James Tan
Chief Executive Officer
Tokio Marine Life Insurance
Singapore Ltd.

MEMBERS



We are only displaying one section here, the full page can be viewed on the left hand side of this page, under the header.

Summary

Route 1: Minimalist

The minimalist website design features a white background with a large, clear call-to-action image of a man sitting on a sofa working on papers. To the left, the organization's name is displayed in a bold, sans-serif font. Below it is a subtitle in a smaller font. A teal footer bar at the bottom provides a clean way to engage with the content.

LIFE INSURANCE
ASSOCIATION
OF SINGAPORE

Everything you need to
know about life insurance.

Get the latest on life insurance in your inbox Email

Route 2: Cheery

The cheery website design uses a white background with a prominent orange vertical bar on the left side. The main headline is placed within this bar. The rest of the page follows the same layout as the minimalist version, featuring the organization's name, a subtitle, and a large, clear call-to-action image of a man working on papers.

LIFE INSURANCE ASSOCIATION
OF SINGAPORE

ABOUT US RESOURCES NEWS CONTACT |

Everything you
need to know about
life insurance.

Life Insurance Association,
Singapore is a not-for-profit trade
body of life insurance product
providers and life reinsurance
providers based in Singapore and
licensed by the Monetary
Authority of Singapore.

4. Content Article Tagging (Optional)

What is content tagging?

Tagging refers to the metadata that is assigned to a piece of content by the content creator and the readers/users of the content and are commonly used by news outlets to target search keywords and identify topics within a story.

Why is it important?

In the fast pace of the digital age, it can be difficult to move at the speed of content production. Of course the goal is to always have fresh content to serve to your audience, but who says it always has to be new?

Article tags provide a great way to extend the life of each produced piece. A blog post for example usually sits on a separate page of its own within your website. Yes, it is distributed through a variety of channels – but what if someone begins their search on the website? If the article is appropriately tagged, a little search run by the visitor can further the article's lifespan.

Ultimately, tagging classifies content to make it structured, indexed and – ultimately – useful.

The following slides are samples we have created for various clients with regard to infographics. Each one defers in its complexity and will be charged accordingly.

5. Infographic Development References (Out-of-Scope Deliverable)

innisfree

NEW HYDRATION STATION POP-UP STORE



Semi-detailed infographic

CELEBRATE YOUR EVERY LITTLE STEP

No effort is too small to be rewarded!



KNOW YOUR HEALTH

Get on the right start to achieving your health goals.

ADVANCED
HEALTH SCREENINGS
Exclusive packages from \$599



AIA VITALITY
FITNESS ASSESSMENT
Only \$35
for an assessment



AIA VITALITY
HEALTH CHECK
Refundable
\$515 Voucher

when you do the Vitality
Health Check at \$515



DENTAL MAINTENANCE
Exclusive dental
maintenance for adults
at \$982.75



IMPROVE YOUR WELL-BEING

Benefits from online tools
and partner discounts.

HEALTHY EAT
Up to 25% cashback^{**}
on HealthyFood[™] Range



GYM & FITNESS
65% off monthly
membership fees



50% off monthly
membership fees



50% off monthly
membership fees



FITNESS DEVICES
33% off exercise
tracking devices



25% off exercise
tracking devices



STOP SMOKING
30% off
Arian Carr's EasyWay
To Stop Smoking package



ENJOY THE REWARDS

Earn AIA Vitality points to improve your Vitality Status for greater rewards and premium discounts.

MOVE REWARDS^{*}
Only \$5 for a weekday movie
Only \$8 for a weekend movie



INSURANCE PREMIUM DISCOUNT
Up to 15% off^{**}
selected AIA insurance plans



HOTEL SAVINGS^{*}
Up to 50% off^{**}
hotel stays at eligible
Marriott International hotels



TRAVEL PRIVILEGES
Up to 50% off^{**}
Southeast Asian cruises
Up to 50% off^{**}
flights



ACTIVE REWARDS
Get active and receive
\$55 Cold Storage
Vouchers every week



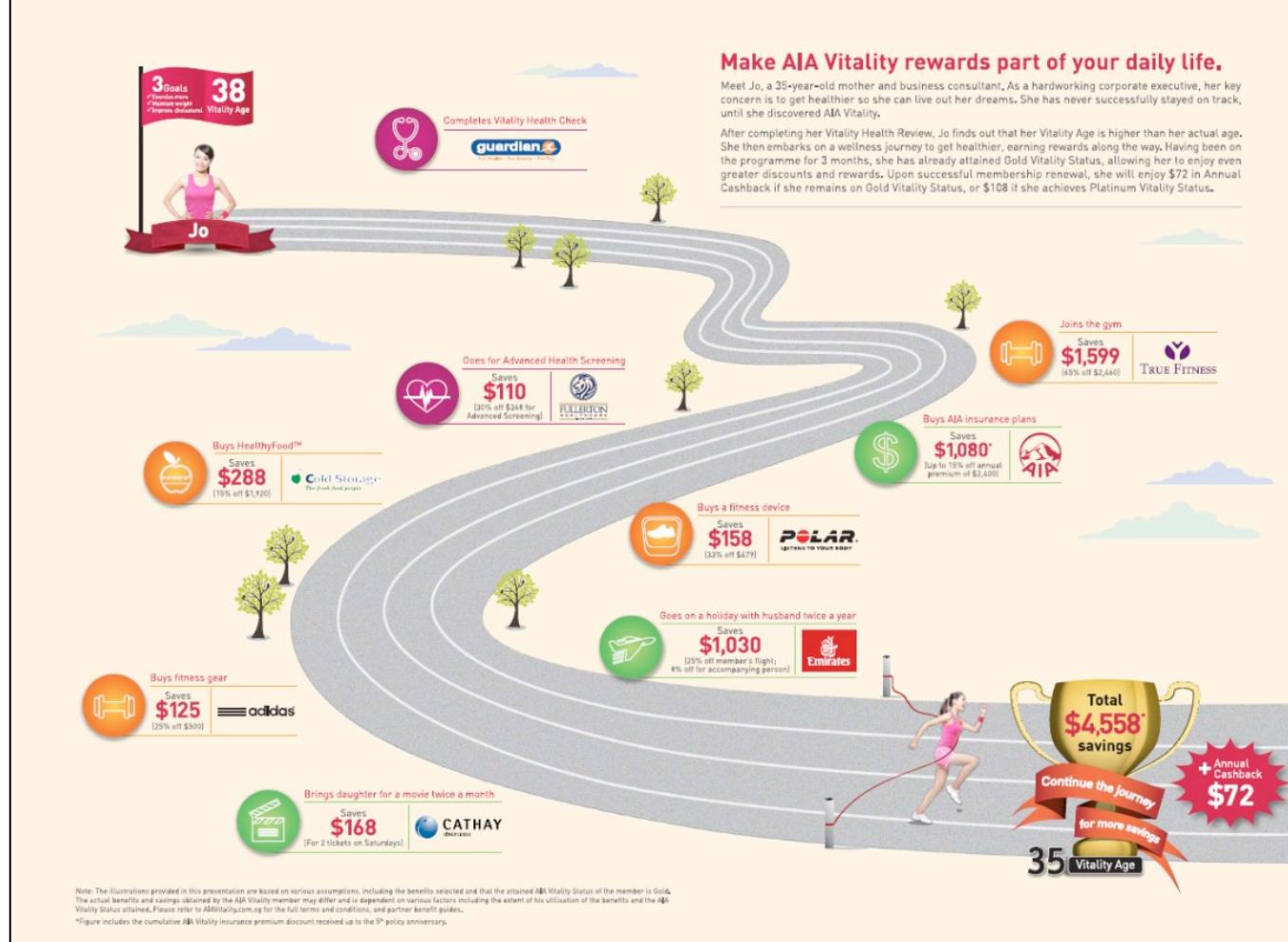
ANNUAL CASHBACK^{*}
Up to \$120^{**}



Please refer to [AIAVitality.com.sg](#) for terms and conditions of the programme. *Subject to dependant offers. Discounts vary depending on AIA Vitality Status attained. New application or AIAVitality Live members.

^{**}Excludes discount is not applicable to AIA Vitality Live members. AIA Vitality Live Members enjoy 10% cashback. This is for your information only and is correct as of 28 Dec 2015.

Detailed infographic



An Introduction to Different

What makes us Different?

The opinion of one may change the fate of millions.
And millions can decide the future of one.

Opinions may not be truths, but they certainly ring true.
Right or wrong, left or right; they shape our world.

We'd be foolish to listen to all, or to none.
Our opinion is to have an opinion.

That's what makes your brand different.
And that makes us Different too.

Accolades

Samsung Fashion Steps Out

- Marketing Excellence Awards 2016
Excellence in Marketing Communication/Public Relations (Silver)
- Mumbrella Asia Awards 2016
Collaboration (Winner)
Creative Effectiveness (Finalist)

Better Together (TMRW/Different/Saffron Communications/I_Possible)

- Mumbrella Asia Awards 2016
Culture (Finalist)

Company background

- No. of years in operation
 - 3 years
 - Incorporated on 3 May 2015
- Headcount
 - 13 full-time staff
 - Started with headcount of 2 in 2015
- Current clients
 - OSIM, Innisfree, Renault, Opel, StarHub, Oxley, Manpower Group and others
- Located in Singapore

Services offered

Full service creative agency through-the-line offering including:

- Brand building
- Point of Sale
- Sales promotion
- Packaging
- Design
- Visual Identity
- Planning

Full 360 end-to-end services offered as part of the Better Together Consortium:

- Events and Activation
- Media Planning and Buying
- Public Relations (incl. Influencer and Artiste engagement and management)
- Digital Creative and Production
- Social Media Management



Thank you

Shaun Quek, Managing Director

shaun@different.com.sg

51 Tai Seng Avenue, Pixel Red, #03-04, Singapore 533941

OWASP top 10 security threats 2017

Annex A

OWASP top 10 security threats 2017

1. Injection
2. Broken Authentication
3. Sensitive Data Exposure
4. XML External Entities
5. Broken Access Control
6. Security Misconfiguration
7. Cross-site Scripting (XSS)
8. Insecure Deserialization
9. Components with Known Vulnerabilities
10. Insufficient Logging and Monitoring

The following slides will provide more details on each threat and is for your information only. It does not affect the creative proposal but will be taken into consideration during implementation. Information on the above in Annex A.

FYI: OWASP top 10 security threats 2017

1. Injection

Injection flaws, such as SQL, NoSQL, OS, and LDAP injection, occur when untrusted data is sent to an interpreter as part of a command or query. The attacker's hostile data can trick the interpreter into executing unintended commands or accessing data without proper authorization.

2. Broken Authentication

Application functions related to authentication and session management are often implemented incorrectly, allowing attackers to compromise passwords, keys, or session tokens, or to exploit other implementation flaws to assume other users' identities temporarily or permanently.

OWASP top 10 security threats 2017

3. Sensitive Data Exposure

Many web applications and APIs do not properly protect sensitive data, such as financial, healthcare, and PII. Attackers may steal or modify such weakly protected data to conduct credit card fraud, identity theft, or other crimes. Sensitive data may be compromised without extra protection, such as encryption at rest or in transit, and requires special precautions when exchanged with the browser.

4. XML External Entities (XXE)

Many older or poorly configured XML processors evaluate external entity references within XML documents. External entities can be used to disclose internal files using the file URI handler, internal file shares, internal port scanning, remote code execution, and denial of service attacks.

OWASP top 10 security threats 2017

5. Broken Access Control

Restrictions on what authenticated users are allowed to do are often not properly enforced. Attackers can exploit these flaws to access unauthorized functionality and/or data, such as access other users' accounts, view sensitive files, modify other users' data, change access rights, etc.

6. Security Misconfiguration

Security misconfiguration is the most commonly seen issue. This is commonly a result of insecure default configurations, incomplete or ad hoc configurations, open cloud storage, misconfigured HTTP headers, and verbose error messages containing sensitive information. Not only must all operating systems, frameworks, libraries, and applications be securely configured, but they must be patched/upgraded in a timely fashion.

OWASP top 10 security threats 2017

7. Cross-site Scripting (XSS)

XSS flaws occur whenever an application includes untrusted data in a new web page without proper validation or escaping, or updates an existing web page with user-supplied data using a browser API that can create HTML or JavaScript. XSS allows attackers to execute scripts in the victim's browser which can hijack user sessions, deface web sites, or redirect the user to malicious sites.

8. Insecure Deserialisation

Insecure deserialization often leads to remote code execution. Even if deserialization flaws do not result in remote code execution, they can be used to perform attacks, including replay attacks, injection attacks, and privilege escalation attacks.

OWASP top 10 security threats 2017

9. Using Components with Known Vulnerabilities

Components, such as libraries, frameworks, and other software modules, run with the same privileges as the application. If a vulnerable component is exploited, such an attack can facilitate serious data loss or server takeover. Applications and APIs using components with known vulnerabilities may undermine application defenses and enable various attacks and impacts.

10. Insufficient Logging and Monitoring

Insufficient logging and monitoring, coupled with missing or ineffective integration with incident response, allows attackers to further attack systems, maintain persistence, pivot to more systems, and tamper, extract, or destroy data. Most breach studies show time to detect a breach is over 200 days, typically detected by external parties rather than internal processes or monitoring.