



OUR BRAND

OUR PURPOSE

OUR PERSONALITY

OUR TONE OF VOICE

CULTURAL GUIDANCE

Introduction

Cultural clusters

Our brand across markets

Exploration

Empowerment

Expression

Emancipation

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# THE CULTURAL CLUSTERS

Each of our markets falls into one of the following cultural clusters.

Exploration

Empowerment

Expression

Emancipation

Brunei  
Cambodia  
Thailand  
Vietnam

Indonesia  
Malaysia  
Myanmar  
Philippines  
Sri Lanka

China  
India

Australia  
Hong Kong  
Macau  
New Zealand  
Singapore  
South Korea  
Taiwan