

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 APPLICATION OF OUR PURPOSE

## How our Purpose applies across our markets...

Healthier, Longer, Better Lives is about a balance between  
comfort and progress across four entry points:

Exploration	Empowerment	Expression	Emancipation
Culture and community	Becoming independent	Self-expression and enjoyment	Self-confidence and rediscovery
Mentor leading trait: encouraging	Mentor leading trait: motivating	Mentor leading trait: guiding	Mentor leading trait: on your side