



OUR BRAND

OUR PURPOSE

OUR PERSONALITY

OUR TONE OF VOICE

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Spectrum in use

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OUR IDENTITY

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AIA VITALITY

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TONE OF VOICE: PRINCIPLES

Use simple language

Even when dealing with complex or technical matters we use clear, conversational language that is easily understood by our customers.

It means:

- Short sentences.
- Simple words.
- Avoid acronyms.
- Avoid jargon.
- Easy to understand.

Speak to the individual

We understand our customers' needs, respect their individuality and talk to them directly in a relevant and personalised way.

It means:

- Referring to customers as 'you' not 'customers.'
- Use names and titles.
- Respecting cultural differences.

Strengthen with proof

We use proof to back up our statements and assertions because it's better to 'show' through evidence rather than 'tell' with assumptions.

It means:

- Show examples.
- Back up with insight.
- Support with facts.
- Avoid generalisation.
- Avoid being vague.

Focus on the future

We use future-focused language to show how choices today can impact the bigger picture and desired future outcomes.

It means:

- Talk about the future not the past.
- Refer to 'why' we are doing this, not just 'what' we are doing.

Be positive and inclusive

We are optimistic about the future and never negative about others. We are all on this journey together.

It means:

- Making bold statements.
- Being part of something bigger.
- Not excluding anyone.