

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

# EMPOWERMENT

# HEALTHIER, LONGER, BETTER LIVES

It’s about:

Becoming independent

Because people feel:

Restricted and held back

And they want:

Independence without judgement

# AIA AS A MENTOR

A mentor:

- Is about independent individuals.
- Is vibrant, positive and inspiring.
- Shows how to overcome challenges and restrictions.
- Helps you follow your ambitions and define your own path.
- Is about breaking down barriers and perceptions.

Leading trait:

Motivating

Motivating is about being inspiring. We lead by example, always showing, not telling and providing evidence wherever we can.

Supporting traits:

Encouraging / Guiding / On your side / Compassionate / Straightforward / Positive / Confident

Indonesia

Malaysia

Myanmar

Philippines

Sri Lanka