



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

EXPRESSION

HEALTHIER, LONGER, BETTER LIVES

It's about:

Self-expression and enjoyment

Because people feel:

Emotionally constrained

And they want:

To enjoy life more

AIA AS A MENTOR

A mentor:

- Is about being present in life.
- Is always felt by the individual.
- Is about unique moments.
- Is about finding control.
- Helps with expressing emotions.

Leading trait:

Guiding

Guiding means indicating a way forward, exercising a subtle influence and providing options. It is instructive but not prescriptive.

Supporting traits:

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

China

India