

OUR BRAND

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OUR TONE OF VOICE

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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.