

OUR BRAND

OUR PURPOSE

OUR PERSONALITY

Why a mentor?

Why a persona?

What a mentor is

Our personality traits

Summary

OUR TONE OF VOICE

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

WHY A PERSONA IS IMPORTANT

Having a persona is one of the most important ways in which we bring our brand to life.

Thinking of AIA as a mentor enables us to see our brand as a collection of attitudes, behaviours and traits. And it demonstrates that our Purpose is more than just a statement, it is a way of being.

Our persona reminds us how we should behave in our interactions with our customers and each other. It keeps our offering distinct and consistent wherever it appears.

It is what makes us unmistakably AIA.

