



HEALTHIER, LONGER,
BETTER LIVES

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

EMANCIPATION

HEALTHIER, LONGER, BETTER LIVES

It's about:

Self-confidence and rediscovery

Because people feel:

Things need to change

And they want:

To feel achievement and validation

Australia

Hong Kong

Macau

New Zealand

Singapore

South Korea

Taiwan

AIA AS A MENTOR

A mentor:

- Is about slowing down and reflecting.
- Finds new options.
- Is about individuals defining their own success.
- Is simple, honest and authentic.
- Helps reconnect with a simpler way of life.

Leading trait:

On your side

On your side means championing the causes that matter to our customers. It's being inclusive, accepting and celebrating individuals, not alienating them.

Supporting traits:

Encouraging / Motivating / Guiding / Compassionate / Straightforward / Positive / Confident