

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

EXPLORATION

HEALTHIER, LONGER, BETTER LIVES

It’s about:

Culture and community

Because people feel:

Uncertain optimism

And they want:

To do their best within their cultures

AIA AS A MENTOR

A mentor:

- Appreciates tradition.
- Recognises the pleasure and joy in modernity.
- Has a deep connection to the natural world.
- Feels familiar.
- Is about simple pleasures.
- Is future-focused and progress-oriented.

Leading trait:

Encouraging

Encouraging means being gently supportive, instilling confidence and positivity in our customers. We are never harsh, smug or too directive. We seek to encourage a ‘can do’ mentality.

Supporting traits:

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

Brunei

Cambodia

Thailand

Vietnam