

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

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

Australia

Hong Kong

Macau

New Zealand

Singapore

South Korea

Taiwan