



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

THE CULTURAL APPLICATION OF OUR PURPOSE

How our Purpose applies across our markets...

Healthier, Longer, Better Lives is about a balance between
comfort and progress across four entry points:

Exploration

Empowerment

Expression

Emancipation

Culture and community

Becoming independent

Self-expression
and enjoyment

Self-confidence
and rediscovery

Mentor leading trait:
encouraging

Mentor leading trait:
motivating

Mentor leading trait:
guiding

Mentor leading trait:
on your side