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OUR IDENTITY

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## AIA VITALITY POSITIONING

**AIA Vitality is not just a health and fitness programme, it is part of a healthy living movement.**

- It is about living – we believe that living well starts with being healthy. Success for us is seeing our members living healthier, living longer and getting more out of life.
- It is inclusive – we believe living healthier can help everyone live well, no matter your stage of life, health, activity or attitude.
- It offers engaging experiences – we seek to play an active role in people's journey to healthier living. We keep them informed, inspire the right behaviours and help celebrate their success.

Please refer to the Live With Vitality campaign toolkit for full guidelines. You can download assets from our [asset links](#) page.



Our positioning statement:

**AIA Vitality means you get more out of life by actively taking control of your health, life and wellbeing. It gives you the support and motivation you need to make healthy living choices every day. It's there for you today so you can look forward with confidence to tomorrow.**