

## 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

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## AIA ONE BILLION

## AIA VITALITY

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# INTRODUCING OUR CULTURAL INSIGHTS

## One brand, 18 markets

The pursuit of a 'healthier, longer, better life' has always been central to who we are as people. It's a core human desire. An ultimate aspiration. At AIA, we embrace it as central to our Purpose as a business.

As culture continues to change, shifting us from the surety of tradition towards the uncertainties of the modern world, it brings with it a sense of opportunity, progress and optimism. It brings a shift in perceptions of what a healthier, longer, better life is.

We conducted an extensive programme of research in all our markets and found that Healthier, Longer, Better Lives is expressed in many different ways. For some markets it's about tradition at the core, for others it's about independence.

Understanding these differences is key to how we engage with people across the region. Whilst ensuring consistency in how we communicate, we must allow for differences that recognise what a healthier, longer, better life means to people in each of our markets.

You can download the Full Cultural Insights Research Reports from our [asset links](#) page.

