

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 CLUSTERS

Each of our markets falls into one of the following cultural clusters.

Exploration

Brunei
Cambodia
Thailand
Vietnam

Empowerment

Indonesia
Malaysia
Myanmar
Philippines
Sri Lanka

Expression

China
India

Emancipation

Australia
Hong Kong
Macau
New Zealand
Singapore
South Korea
Taiwan