

OUR BRAND

OUR PURPOSE

OUR PERSONALITY

OUR TONE OF VOICE

Introduction

Principles

Principles in use

Spectrum

Spectrum in use

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

TONE OF VOICE: PRINCIPLES IN USE

Use simple language



LIKE THIS

Thank you for getting in touch. We are now looking into the matter. To ensure a thorough investigation, please allow us two to three weeks to respond to your enquiry.

Speak to the individual



It's always good to get a second opinion, so we suggest you speak to your financial adviser about our cover offer to make sure you're 100% happy before accepting it.

Strengthen with proof



AIA annual research reveals that the average adult in the Asia-Pacific region sleeps 1.2 hours less each night than they want.

Focus on the future



The healthier you start, the stronger you go on.

Be positive and inclusive



Living longer means living better with AIA – whatever that means for you.

NOT LIKE THIS



Thank you for your letter. To facilitate a thorough investigation we will gather more information and review all relevant documents and records. It is estimated it will take 5-6 weeks to complete the process.



Customers are advised as a matter of standard protocol to seek independent financial advice before accepting AIA's conditional offer of life insurance cover.



Most people report they don't get enough sleep each night and would like to feel better rested.



It's never too soon to prepare for medical challenges and expenses.



Will you have enough savings to fund a long retirement?