



# Polyfintech Hackathon 2021

12 March 2021

Innovation



## Customer

Prudential would like to engage existing customers throughout their life events/milestones and recommending suitable policies to them at appropriate junctures, instead of having a transactional relationship with our customers.



## Digital Marketing

*<Need a description here...>*



# Customer



## Problem Statement

How might we curate or develop content or social causes for our communication channels so that it will appeal to the Gen Z, such that they can identify with and relate to our brand?

Prudential's communication channels include email newsletter, Facebook, Instagram, Youtube, and LinkedIn pages. We wish to have a deeper understanding on what will resonate amongst the Gen Z, i.e. what will attract them to follow our brand, to interact with us and remain engaged on our platforms, especially when viewed from the Gen Z's perspective. In what ways would the Gen Z like to be associated with a trusted insurer like Prudential?



# Digital Marketing



## Problem Statement

How might we be the trusted partner for Gen Z as they make big and small financial decisions in their daily life?

A recent survey done by SingSaver saw a 324% increase in interest for investment-related content among Singaporean Gen Zs (aged 18 – 23) millennials (aged 24 – 39). As an insurance company, we'd like to explore how might we be able to better convert Gen Z customers and become your preferred partner when it comes to financial planning and decisions.



# Digital Marketing



## Problem Statement

How might we as an insurance business build an ESG (Environment, Social and Governance) programme that will energize our stakeholders to co-create a better world for our next generation?

Sustainability has become increasingly more important in our lives (insert definition link). At Prudential, we want to innovate to enable sustainable living for everyone through the solutions we offer (insert 2019/20 sustainability report), the investments we make and the lives we touch today, for future generations. This ESG vision supports our purpose of Innovating to help everyone live well. We look forward to hearing from you that how might we improve our ESG initiatives and engage more people to create a better future.



# Digital Marketing



## Problem Statement

How might we provide Gen Z with content and tools on financial literacy that they will be excited to use and share with their friends about?

We'd like to find out Gen Z's tipping point to be more financial literate, your need around innovative tools that help you to earn, save, spend, donate, or invest, and therefore create better content and tools to empower you.