



Not 'Impact Improvement' project because Hoxby didn't provide the specific services that drove the positive change in the organisation

Connecting AIA with customers at the heart of healthy living

AIA is the largest publicly-traded life insurance and securities group in Asia, across 18 regional markets. AIA doesn't just protect lives, its whole purpose is to help people live Healthier, Longer, Better Lives. It's a bold statement. To test if the brand lives up to this ambition, AIA asked Hoxby to carry out a comprehensive brand review and audit.

We handpicked a strategic team of experts, whose diverse skills and backgrounds helped us get to the heart of the issue swiftly. Our team focused on gathering a variety of perspectives across the business to pinpoint key challenges and find opportunities that could deepen the resonance of the AIA brand across its diverse territories.

With a new CEO arriving we had the opportunity to create some significant tonal and visual shifts, working at speed to make sure everything was in place for his arrival. Using creative sprints, we developed a framework for a new set of brand guidelines and, together with the brand team, created a roadmap to better express AIA's purpose-led intention and establish brand standards for all local markets.

The result? We created a solid platform and strategy to evolve the brand, bringing AIA to life through a persona that is fully aligned to their purpose and customer base. Our detailed brand guidelines are now in use across all AIA markets, providing local teams with clear direction on all facets of the evolved brand and the tools they need to implement it.

The key to our success was finding the right balance between avoiding unnecessary change and pushing boundaries, to create a long-term solution that will see AIA through to its next chapter.

A brilliant piece of work that will fundamentally shift our brand into a more energetic, vibrant, customer-centric space
THANK YOU!

Fiona Travers, Associate director of brand, AIA

18

Markets covered in brand audit

15

Stakeholder interviews across the organisation

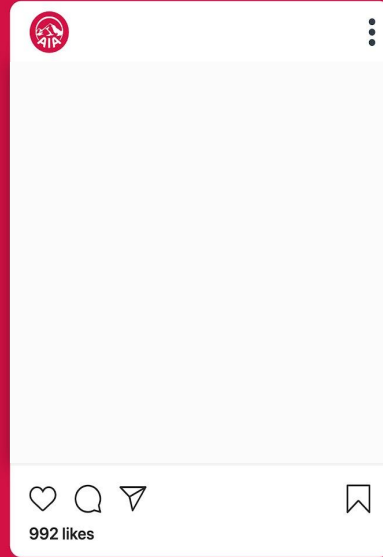
100%

Stakeholder buy-in to brand evolution at first presentation



Introducing the moving mountains

The mountains in AIA's logo are a recognisable symbol of the brand's heritage, success and longevity. This is the foundation we used when exploring how to evolve the visual language. It represents our promise of Healthier, Longer, Better Lives and the new brand persona.

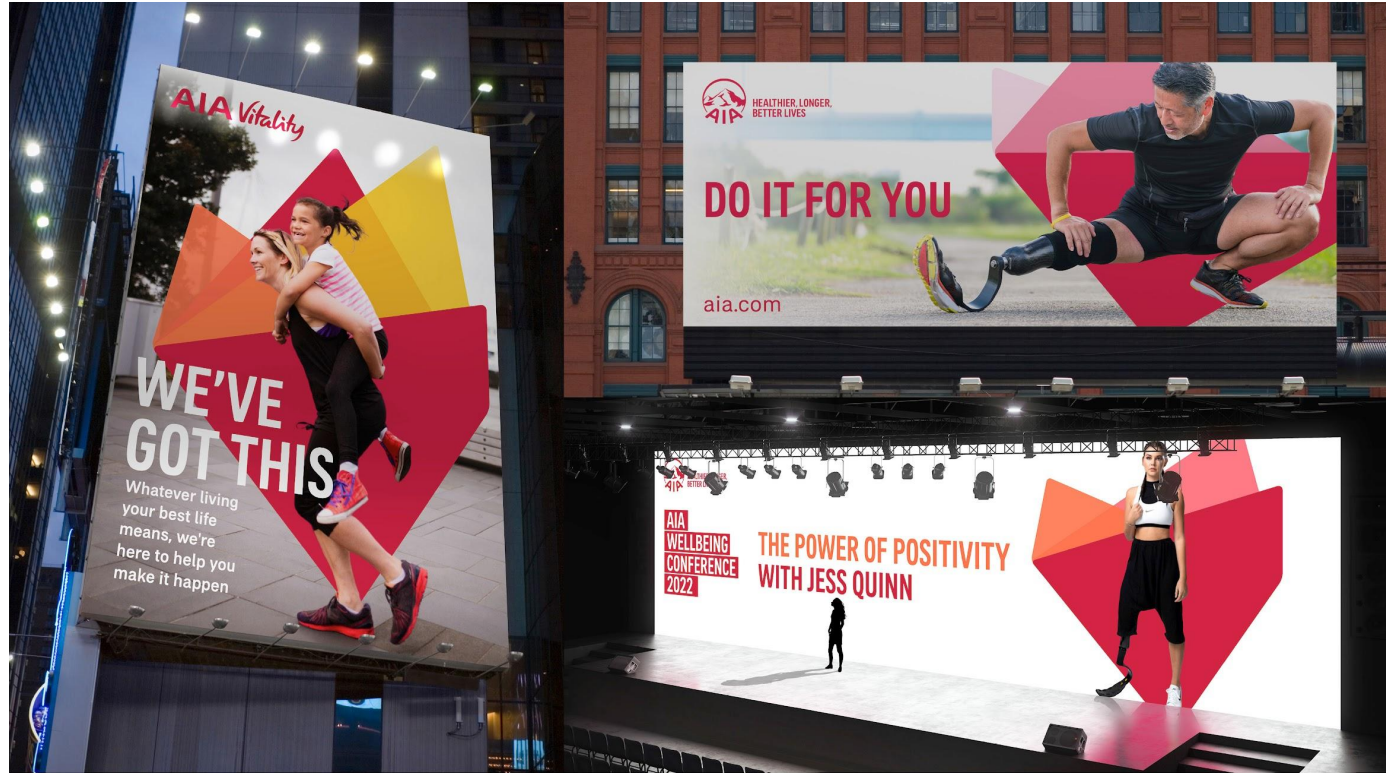


Aishah's
healthier, longer, better life



The power of positivity

Purpose gives the AIA brand the power to push boundaries and see it through to the next chapter, creating consistency across channels and regions.

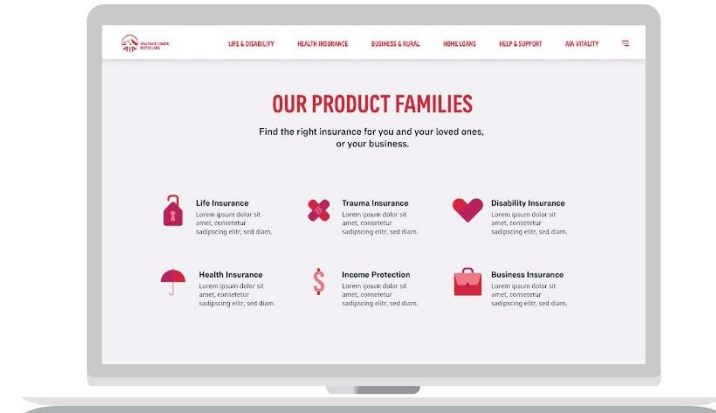
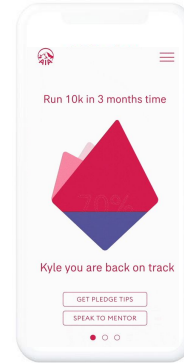
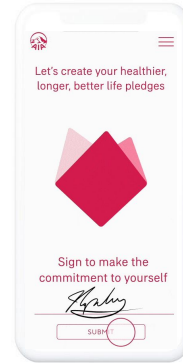
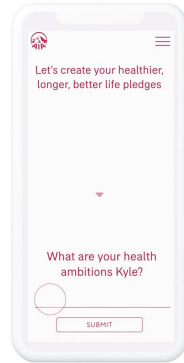


Helping customers live Healthier, Longer, Better Lives.



Bringing AIA to life

With a brand persona aligned to purpose and the customer base, AIA connects visually with customers across media formats, helping them lead healthier lives.





Creating consistency across channels and regions





SHARE THE LOVE

Share the love campaign

AIA's new campaign encourages customers to give the gift of insurance cover to their loved ones.

Using the newly-evolved brand created by Hoxby, we designed a stand-out toolkit for 18 Asian markets, demonstrating the versatility of the new look and feel across future campaigns.



The versatility and adaptability of the brand evolution makes an impact across all media formats, in print and digital.

