

**For Immediate Release**  
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**With photos**

## **Manulife's new brand campaign presents the life of Hong Kong people in the year 2040**

**Hong Kong** — Manulife Hong Kong has launched a new wave of its multi-media, consumer-oriented Retirement Solutions brand campaign, illustrating the daunting realisation of the impact of time and inflation on the lives of Hongkongers and reminding them of the importance of early retirement planning.

The new campaign gives Hongkongers a sense of how retired life could look in the year 2040. It is an extension of the company's "Retirement Solutions" campaign launched in 2013, which highlights the cost associated with retirement and the need to plan earlier for a worry-free life after work.

Isabella Lau, Vice President and Chief Customer Officer for Manulife Hong Kong, said: "This new wave of campaign speaks directly to individual consumers, giving them a rare glimpse into what life in the future might have in store for them. The campaign brings to the front that Manulife is the pre-eminent retirement expert and we are well positioned to help customers build, protect and enjoy their wealth."

The campaign includes TVC, online videos, digital advertising and online social-media, print advertising and out-of-home (OOH) displays – to trigger conversation among the general public on the importance of retirement planning. DDB Group Hong Kong is the creative agency behind the campaign.

Two 30-second TVCs use a timeline notion to illustrate how escalating grocery costs and hospital waiting times will affect retirement. An immersive journey allows consumers to experience the tough cost of future living and understand that Manulife's suite of retirement solutions can help Hongkongers plan for the future and maintain their current standard of living. A huge outdoor advertising showcase will take over Causeway Bay and Hong Kong MTR stations, while print advertising mirrors the TVCs.

The campaign also features three online videos showing different news flashes and TV commercials from the year 2040. In one video, efforts to cut hospital waiting times see the launch of innovative new four-level hospital bunk beds; while in another, soaring real estate prices create demand for new starter homes built for retirees that only have room to sleep and eat standing up. The third video presents a future where overseas travel has become prohibitively expensive. With holidays a thing of the past, travel agencies deliver new "Dream Holiday" simulated vacation experiences.



Other 2040 news flashes and useful information on retirement planning will also run on the campaign's interactive website, [RetireSimple.hk](http://RetireSimple.hk), to help visitors understand the costs of the future that impact their own lives. They can pick ten essential retirement items and discover how much they will cost over 25 years in retirement. Visitors can also delve into infographics and expert advice, as well as a host of helpful articles on disparate retirement-related issues, under the site's "Talking Retirement" section.

Adrian Li, Business Director at DDB Group Hong Kong said, "Our strategic insight for the campaign is that Hongkongers often overlook the impact of time and inflation on their retirement plan. We hope to take people on a realization journey and show how Manulife can help Hongkongers achieve their retirement life expectation."

To watch the two 30-second TVCs click here:

Grocery: <https://youtu.be/PsBHfKHfrfE>

Hospital Waiting Time: [https://youtu.be/kasecY-bz\\_Y](https://youtu.be/kasecY-bz_Y)

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Manulife's new campaign aims to illustrate the daunting realisation of the impact of time and inflation on the lives of Hongkongers and show how Manulife can help them achieve their retirement life expectation.



To watch the online videos click here:

Innovative starter homes for retirees: <http://youtu.be/5bRn8UtDNWY>

Dream Holidays: [http://youtu.be/IfP\\_8BIQz10](http://youtu.be/IfP_8BIQz10)

Four-level bunk beds at hospitals: <http://youtu.be/g3xx7mcKuY8>



The campaign features three online videos showing different news flashes and TV commercials from the year 2040. It aims to give consumers a rare glimpse into what life in the future might have in store for them.



## About Manulife (International) Limited

Manulife (International) Limited is a member of the Manulife group of companies.

Manulife is a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. We operate as John Hancock in the U.S. and as Manulife in other parts of the world. We provide strong, reliable, trustworthy and forward-thinking solutions for our customers' significant financial decisions. Our international network of employees, agents and distribution partners offers financial protection and wealth management products and services to millions of clients. We also provide asset management services to institutional customers. Assets under management by Manulife and its subsidiaries were approximately C\$691 billion (HK\$4,618 billion) as at December 31, 2014.

Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife can be found on the Internet at [manulife.com](http://manulife.com).

### Media Contact:

Jacqueline Kam / Crystal Tse  
Manulife (International) Limited  
Tel: (852) 2202 1284 / 2510 3130  
Fax: (852) 2234 6875  
[Jacqueline\\_tm\\_kam@manulife.com/](mailto:Jacqueline_tm_kam@manulife.com)  
[Crystal\\_ym\\_tse@manulife.com](mailto:Crystal_ym_tse@manulife.com)

Manulife (International) Limited  
Incorporated in Bermuda with limited liability  
22/F., Tower A, Manulife Financial Centre, 223 – 231 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong  
Tel: (852) 2510 5600 Fax: (852) 2234 6875

[manulife.com.hk](http://manulife.com.hk)

