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With photos

Manulife Kicks Off Major TV Campaign To Promote More Active Lifestyles

Featuring Cantopop Star Pakho Chau In Support Of The ManulifeMOVE Program

Hong Kong — Manulife Hong Kong has kicked off the second wave of a multimedia campaign with the launch of a new TV commercial today to encourage Hong Kong consumers to embrace more active lifestyles through the Manulife**MOVE** program. Featuring Cantopop star Pakho Chau, the high energy ads focus on Manulife's unique health and wellness program that helps users get fit and save money at the same time.

Whether it is a hop, a skip or a jump, the new campaign ads show how easy it is to integrate movement into our daily lives. With Manulife**MOVE**, people wear a fitness tracker which monitors their physical activity and that also helps them earn discounts on their insurance premiums. It is inspiration and motivation in one.

Michael Huddart, Manulife's Executive Vice President and General Manager for Greater China, said: "As a leading insurer in Hong Kong, Manulife understands the reality of modern life in a busy digital city. We want to support more people to make healthy movement part of their everyday routine so they can safeguard their health for the future. Using technology to help people stay on track with their fitness goals while rewarding them for being healthy and insured is a truly innovative concept that we are introducing in Hong Kong."

The TV campaign builds on the simple message platform: be active, stay healthy and be rewarded. It is creatively designed to show an iconic green cube, representing Manulife, leading campaign ambassador Pakho Chau and other people to move around the city in a healthy and active lifestyle.

Shots of day-to-day life scenarios are shown in the 60-second and 30-second TV ads, emphasizing the energy, active movement and togetherness that are helping to create awareness and buzz about Manulife**MOVE**. Dentsu Hong Kong is the creative agency behind the campaign.

"The concept is all about bringing movement into our daily lives," said Isabella Lau, Chief Customer Officer for Manulife Hong Kong. "It's about showing that exercise can be worked into any routine and it all adds up to a healthier lifestyle. Pakho Chau is a great ambassador for this campaign. He brings enormous energy and a zest for life to his musical career – and that's what Manulife**MOVE** encourages all of us to do each day."



“Keeping fit doesn’t have to be complicated,” added Pakho Chau. “By simply moving more and staying active we can enjoy better health today and in the future. The beauty of Manulife**MOVE** is its simplicity. You only need to stay active to be rewarded. Whether you’re walking with friends, kicking a football around, or just taking the stairs at work, it all counts.”

The new TV commercial runs in conjunction with print and online advertising rolled out earlier this month. There will also be out-of-home advertising in major MTR stations starting next week. Manulife**MOVE**’s dedicated website, www.ManulifeMOVE.hk, will present behind-the-scenes footage from the TV commercials featuring Chau engaging in various forms of moderate exercise.

Click the links here to view the [60-second](#) and [30-second](#) versions of the TV commercials.



Photos:



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About Manulife (International) Limited

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

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2014, we had 28,000 employees, 58,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of June 2015, we had C\$883 billion (HK\$5,487 billion) in assets under management and administration, and in the previous 12 months we made more than C\$22 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.

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