

**For Immediate Release**  
**September 9, 2016**

## **ManulifeMOVE Wins the Best Integrated Social Campaign at 2016 LIMRA LOMA Social Media Silver Bowl Awards**

**Hong Kong** — Manulife**MOVE** has scored another accolade by winning the Best Integrated Social Campaign title at the 2016 LIMRA LOMA Social Media Silver Bowl Awards. This coveted award recognizes Manulife Hong Kong's success of its social media strategy in promoting Manulife**MOVE** — a unique insurance concept that rewards members for being healthier and more active through the offering of discounted premiums.

The annual Awards aim to recognize outstanding, creative and effective social media campaigns or programs by financial services companies from around the world.

Isabella Lau, Chief Customer Officer, Manulife (International) Limited, commented: "This prestigious international award underscores our recognition of the importance of social media and our understanding of how it works at a time when increasing numbers of tech-savvy customers, especially the Generation Y, are opting to utilize it as a principal means of communication. That is why we have focused on using context-relevant media and contents to appeal to this younger group in our campaign. The results turned out to be excellent and we are gratified that Manulife**MOVE** is highly commended by our industry peers."

Along with traditional media such as TV and out-of-home advertising, the Manulife**MOVE** campaign connected and engaged with its target audience in a relevant and entertaining way through social media platforms.

One of the campaign's initiatives was to drive offline to online engagement by setting up interactive game booths at prime locations in Hong Kong and encouraging participants to share their game photos on social media. Manulife further spread the message by inviting campaign ambassador Pakho Chau and key influencers to share their videos of playing the games and challenging each other to move more. The company also created entertaining videos leveraged on Pakho to demonstrate how easy it is to stay active in daily life. All these were received with tremendous response and engagement.



Winners for the fourth Social Media Silver Bowl Awards were announced in August 2016 by US-headquartered insurance association LIMRA and international insurance association LOMA. Awards entries were evaluated based on an array of criteria from creativity and innovation to use of social media platforms, and from quality of content to engagement level with its audience.

### **About ManulifeMOVE**

Manulife**MOVE** is a unique insurance concept that rewards customers with discounted premiums for living more actively, revolutionizing how insurance works through a holistic approach to health and wellness. With fitness trackers, members can track their activity progress against set goals using their fitness trackers synced with the Manulife**MOVE** mobile app. By reaching these goals, members will enjoy premium discounts tied to designated Manulife protection solutions, and regularly receive health and wellness tips through the app. Visit [www.ManulifeMOVE.hk](http://www.ManulifeMOVE.hk) for more information.

### **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 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of June 2016, we had C\$934 billion (HK\$5,571 billion) in assets under management and administration, and in the previous 12 months we made more than C\$25.4 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](http://www.manulife.com) or [www.johnhancock.com](http://www.johnhancock.com).

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