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With photo

Manulife Hong Kong launches new campaign to encourage couples to embark on their retirement planning journey

Hong Kong — Manulife Hong Kong is taking its longstanding Retirement Solutions campaign to a new level with the launch of an innovative campaign that uses transmedia storytelling. Recognizing that everyone’s situation is unique, Manulife encourages Hong Kong’s “dual-income-no-kids” couples to consider how the decisions they make today will impact their retirement life and urges them to get in sync and take action to execute their plans.

The campaign will present a series of nine short situation-based webisodes on retirement topics relevant to such couples — such as whether one can quit the job now to further studies or whether both can afford to retire early, along with other topics. Directed by award-winning film director Adam Wong Sau-ping, these engaging webisodes, which star local actors Gregory Wong Chung-yiu and Bondy Chiu Hok-ye, will be supported by interactive social media engagement and advertising.

“Retirement often seems far away to many people. Many think they have time to plan so they often put their immediate needs as a priority and are hesitant to start planning for the long term. As a pre-eminent retirement expert, Manulife understands these challenges well,” said Guy Mills, Chief Executive Officer of Manulife Hong Kong.

“Through this digital-driven campaign, we aim to inspire and trigger social conversations, and stimulate ‘dual-income-no-kids’ couples to think early for retirement planning. They have to start by looking closely at their own situation and taking the necessary action. That’s what our new campaign is all about,” Mr. Mills added.

In addition to launching the first video in the new Retirement Solutions series on its enhanced [RetireSimple](#) website today, Manulife will use TV commercials to attract “dual-income-no-kids” households to view the webisodes in full. An integrated advertising and marketing campaign across traditional and digital media will also be run to further promote the online videos and their messages.

Isabella Lau, Chief Customer Officer for Manulife Hong Kong, said: “Retirement is a serious and complex subject that demands careful planning and timely action. We are speaking directly to individual ‘dual-income-no-kids’ couples in our new campaign, using video as a high-impact way to showcase situations that these couples will relate to. We want them to know what to do today to have the best chance of building, protecting and enjoying their wealth in the future, even as economic and social shifts change the retirement landscape.”



As the new Retirement Solutions campaign heads into 2018, Manulife will continue to extend its reach by integrating engaging videos, social media and traditional marketing initiatives to speak directly to different consumer groups and spark ongoing discussion and information sharing. Another plank of our campaign is the enhanced [RetireSimple](#) site, where Manulife has added new articles by experts and interactive elements to help people discover the best retirement solutions for them. The site's popular cost calculators and other interactive tools will continue to be available, and updated as required.

To watch the new Manulife Retirement Solutions video, click [here](#).

Photo:



Manulife Hong Kong's new Retirement Solutions campaign presents a series of nine short situation-based webisodes on retirement topics relevant to "dual-income-no-kids" couples, encouraging them to consider how the decisions they make today will impact their retirement life.

Directed by award-winning film director Adam Wong Sau-ping, the webisodes star local actors Gregory Wong Chung-yiu and Bondy Chiu Hok-ye.



About Manulife Hong Kong

Manulife Hong Kong offers a diverse range of protection and wealth products and services to individual and corporate customers via Manulife (International) Limited, Manulife Asset Management (Hong Kong) Limited and Manulife Provident Funds Trust Company Limited, which are members of the Manulife group of companies.

About Manulife

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate primarily as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. As of June 30, 2017, we had over C\$1 trillion (HK\$6,089 billion) in assets under management and administration, and in the previous 12 months we made C\$26.7 billion in 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.

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