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With Photo

## Manulife Retirement Solutions campaign wins Outstanding Integrated Marketing Strategies Award at Hong Kong Insurance Awards 2015

**Hong Kong** — Manulife’s multi-media “Retirement Solutions” campaign has been a resounding hit with the public in Hong Kong — and recently it won the “Outstanding Integrated Marketing Strategies” award at the Hong Kong Insurance Awards 2015.

The consumer-oriented “Retirement Solutions” campaign gives Hongkongers a sense of how life could look in the year 2040. It highlights the impact that passing time and rapidly rising inflation could have on the lives of Hongkongers — and reminds them of the importance of early retirement planning. The campaign has involved TV commercials, online videos, digital and print advertising, social media and out-of-home displays.

The “Outstanding Integrated Marketing Strategies” award recognizes a company which has achieved extraordinary success from effective integrated marketing practices and demonstrated the use of diversified marketing communications disciplines (advertising, public relations, interactive media, direct marketing etc) in a highly integrated way to enhance customer loyalty and raise brand awareness.

Isabella Lau, Senior Vice President and Chief Customer Officer, Manulife Asia, said: “It’s our great pleasure and honour to receive the ‘Outstanding Integrated Marketing Strategies’ award. The goal of the ‘Retirement Solutions’ campaign is to give public a rare glimpse into what life in the future might have in store for them and to draw their attention on the importance of planning early for retirement. We are very happy that the campaign resonates with the judges and the public.”

The Hong Kong Insurance Awards, organized by the Hong Kong Federation of Insurers (HKFI) and supported by the Metro Broadcast, are designed to raise standards across the industry by acknowledging top-notch performance and innovation, with a panel of distinguished judges from the insurance industry and related fields evaluating submissions for awards across 13 categories.

The campaign’s online contents and videos that show a couple of news flashes and TV commercials from the year 2040, have also won a number of other accolades which include a Silver Award at the 2015 Hong Kong Effie Awards in the category of “Media Idea”; a Silver Award in the Internationalist’s Awards for Innovation Digital Solutions 2015; a Bronze Award at the Marketing Excellence Awards 2015 under the category of “Excellence on Media Strategy”; and a Bronze Award for the category of “Best Use of Digital Platforms” at Kam Fan Awards 2015. One of the online videos - the “Dream Vacation” video – was also recognized at the inaugural YouTube Ads Leaderboard Award organized by Google Hong Kong.



**Photo:**



Isabella Lau, Senior Vice President and Chief Customer Officer, Manulife Asia receives the “Outstanding Integrated Marketing Strategies” Award on behalf of the company at the Hong Kong Insurance Awards 2015.

**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 September 2015, we had C\$888 billion (HK\$5,138 billion) in assets under management and administration, and in the previous 12 months we made more than C\$23 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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