AIA Hong Kong

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Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong only)	**From:**	Kenneth Luk
		Dept:	Customer and Marketing
Copy:	Mr. Alger Fung Ms. Melissa Wong All Department Heads Macau CEO / ABDD Executives	**Total pages:**	4
Date:	15 Feb 2025		

Subject: A250232 **AIA 三大可扣稅方案 – 全新大型廣告宣傳**
AIA Tax-Deductible Solutions Trio - New Integrated Advertising Campaign

踏入稅季，為了加強「**AIA 三大可扣稅方案**」的推廣，男神劉俊謙 Mr. Healthy 再度登場為跟大家介紹**自願醫保計劃系列**、**延期年金計劃 2** 及**強積金可扣稅自願性供款**的產品優勢。我們於昨日起推出一系列大型廣告宣傳攻勢，與客戶分享可扣稅方案如何守護他們的身體與財務健康，從而傳遞「為未來好 識揀最好」的理念。

廣告攻勢包括：

- 戶外廣告
  - 銅鑼灣及尖沙咀大型巴士站廣告
  - 港鐵燈箱廣告
- 網上及社交網絡宣傳
  - AIA 香港 Facebook、Instagram
  - 網上及手機應用程式廣告
- 推廣電郵
  - 推廣電郵將於 2 月中起發送予特選現有客戶（詳情請留意稍後發出之通告）

如對本推廣有任何疑問，請透過營業主管致電熱線 (852) 3108 1638 查詢。

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As we enter the tax season, to strengthen the promotion of **"AIA Tax-Deductible Solutions Trio "**, our Prince Charming in town **Terrance Lau**, Mr. Healthy", makes another appearance to introduce the key benefits of **Voluntary Health Insurance Plan series**, **Deferred Annuity Plan 2,** and **MPF Tax Deductible Voluntary Contributions**. Starting yesterday, we have launched a series of large-scale integrated advertising campaigns to share with customers how our tax deduction plans can protect their physical and financial health, thereby conveying the concept of "Choose Smart for a Better Future".

The advertising campaign comprises:

- Outdoor Ad
  - Causeway Bay and Tsim Sha Tsui Bus Shelter Domination
  - MTR lightbox ad
- Online and Social Media Promotions
  - AIA Hong Kong Facebook, YouTube, Instagram
  - Online and mobile app ad
- eDM
  - eDM will be blasted to selected existing customers from mid-February onwards (Please refer details to the subsequent memo)

Should you have any queries, please channel them through your agency leaders via our hotline (852) 3108 1638.

Best regards,

Kenneth Luk
Head of Customer and Growth Marketing

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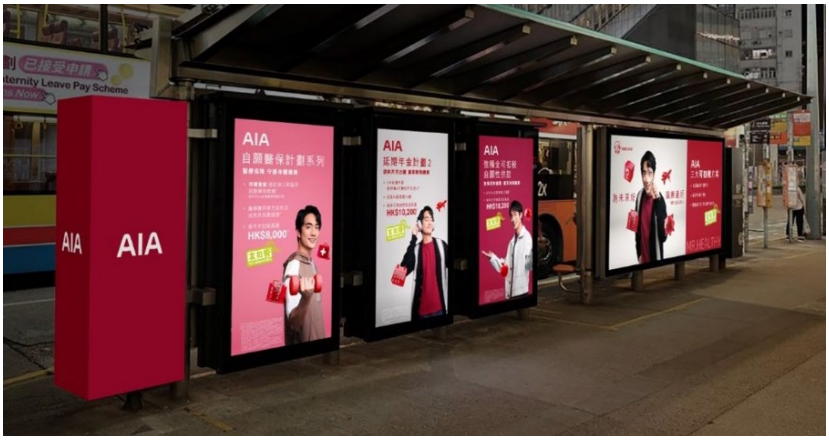
附錄 Appendix

1. 銅鑼灣大型巴士站廣告 (銅鑼灣崇光百貨外) (參考圖片) (2025 年 2 月 14 日至 3 月 6 日)
Causeway Bay Bus Shelter (Outside of SOGO Causeway Bay Store) (Reference Photo)
(14 February – 6 March 2025)





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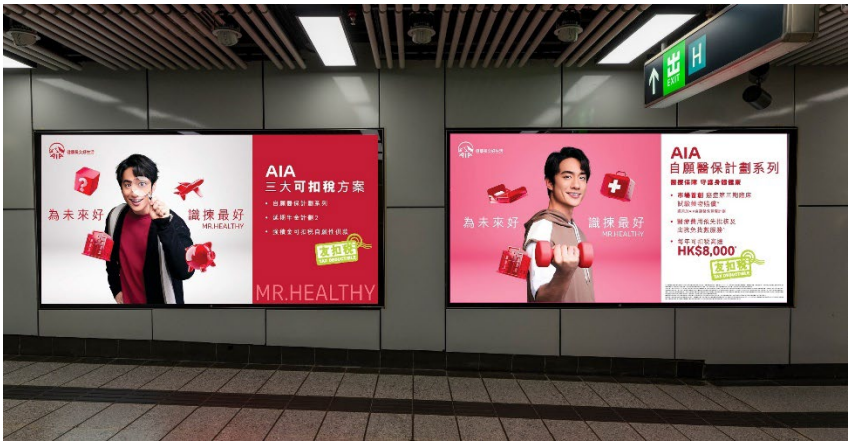
2. 尖沙咀大型巴士站廣告 (九龍清真寺外) (參考圖片) (2025 年 2 月 14 日至 3 月 6 日)
Tsim Sha Tsui Bus Shelter (Outside of Kowloon Mosque and Islamic Centre) (Reference Photo) (14 February – 6 March 2025)



3. 港鐵燈箱廣告 (參考圖片) (2025 年 2 月 14 日至 3 月 13 日)
MTR Lightbox Ad (Reference Photo) (14 February – 13 March 2025)



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