AIA Hong Kong

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AIA.COM.HK

Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong only)	**From:**	Rita Wong
		Dept:	Customer and Marketing
Copy:	Ms. Melissa Wong All Department Heads Macau CEO / ABDD Executives	**Total pages:**	3
Date:	30 Sep 2026		

Subject **A260991** **「十一黃金周」廣告宣傳活動**
10.1 Golden Week Advertising Campaign

踏入第四季及適逢「十一黃金周」，我們持續加強 AIA 品牌及產品優勢的推廣。為進一步提升品牌及產品知名度，我們於 9 月 29 日至 10 月 26 日在高人流地點**香港西九龍高鐵站**設置大型廣告，展示 AIA 如何多角度演繹「守護」，並透過全方位保障陪伴客戶走過不同人生階段，實踐「健康長久好生活」的承諾。

同時，我們亦透過 **Uber 行程廣告**，在內地旅客訪港期間與他們建立聯繫，進一步提升 AIA 的品牌曝光，並於旅程中的合適時機向潛在客戶推廣我們的旗艦危疾保障方案。

廣告宣傳包括：

1. 香港西九龍高鐵站大型廣告
2. Uber 行程廣告

敬請大家留意！

如有任何疑問，可電郵至客戶及市場策劃 (Customer and Marketing)
hk.customerandmarketing@aia.com.

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As we enter the fourth quarter and the 10.1 Golden Week holiday period, we continue to strengthen the promotion of AIA's brand and product strengths. To further enhance brand and product awareness, a large-format advertisement is being displayed at the high-traffic **Hong Kong West Kowloon High Speed Rail Station** from 29 September to 26 October. The advertisement showcases how AIA brings protection to life in different ways through its Total Protection solutions, supporting customers through different life stages and delivering on our promise of helping people live Healthier, Longer, Better Lives.

At the same time, we are leveraging **Uber Journey Ads** to engage Chinese Mainland visitors during their stay in Hong Kong, further enhancing AIA's brand visibility and customer touchpoints. The ad placement allows us to connect with potential customers at relevant moments throughout their journeys and promote our flagship critical illness protection plan.

The promotional activities include:

1. Large-format advertisement at Hong Kong West Kowloon High Speed Rail Station
2. Uber Journey Ads

Please stay tuned!

Should you have any queries, please email to Customer and Marketing at hk.customerandmarketing@aia.com.

Best regards,



Rita Wong
Head of Customer Centricity, Brand and Integrated Marketing

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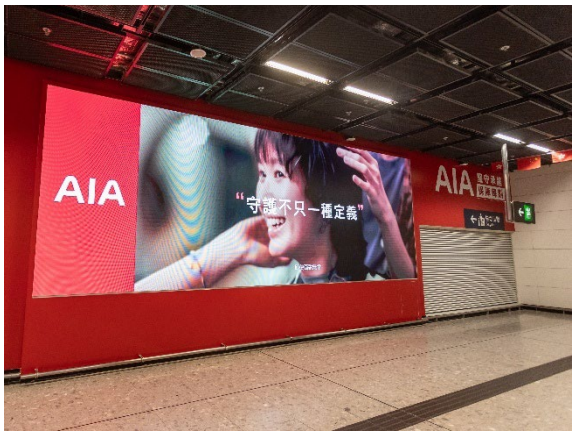
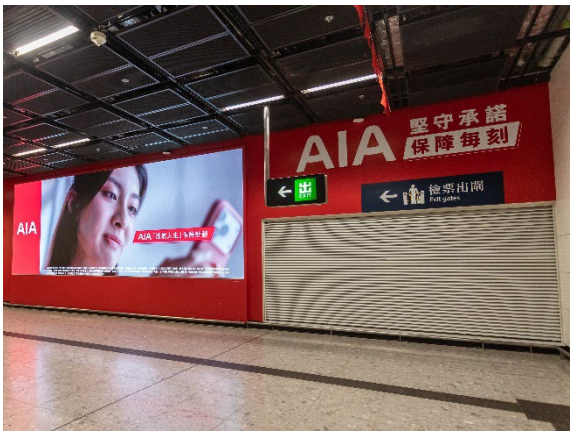
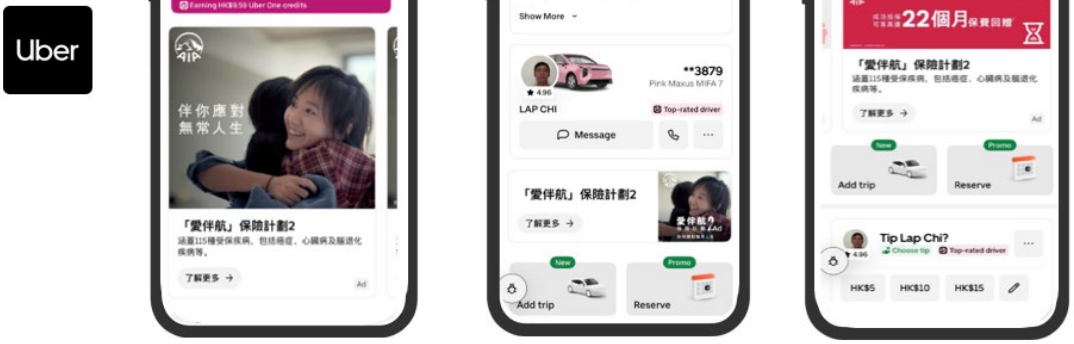
附錄 Appendix

1. 香港西九龍高鐵站大型廣告 (參考圖片) (2026 年 9 月 29 日至 10 月 26 日)
   Large-format advertisement at Hong Kong West Kowloon High Speed Rail Station (Reference Photos)
   (29 September - 26 October 2026)





2. Uber 行程廣告 (2026 年 9 月 28 日至 10 月 11 日)
   Uber Journey Ads (28 September - 11 October 2026)



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