**AIA Hong Kong**

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# Memo

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| **Attn:** | All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau) | **From:** | Rita Wong |
| | | **Dept:** | Customer Marketing |
| **Copy:** | Ms. Melissa Wong<br>All Department Heads<br>Macau CEO / ABDD Executives | **Total pages:** | 4 |
| **Date:** | 10 November 2026 | | |

**Subject:** **A261135** **「啟護您」— 癌症藥物保障廣告宣傳及於 AIA iShop 友保易平台推出**
**"FutureShield Cancer Drug Plan" Advertising Campaign and Launch on AIA iShop**

為配合全新**「啟護您」— 癌症藥物保障**推出，我們透過多元渠道展開一系列廣告宣傳，提升大眾對癌症藥物開支及保障需要的認識，讓更多有需要的人獲得適切保障，守護更多家庭，攜手實踐「健康長久好生活」。

是次推廣以客戶洞察為本，針對不同客群的痛點及需要，以創意內容拆解癌症治療及藥物開支的常見迷思，突出計劃的**「高性價比」**、**「簡易核保」**及**「治療選擇廣」**三大亮點，展示計劃如何減輕客戶的財務負擔、擴闊治療選擇，讓他們更專注接受合適治療。

廣告宣傳包括：

- **網上及社交媒體宣傳**
  - 友邦香港及澳門社交媒體
  - 網上及手機應用程式廣告
  - 數碼媒體專題內容及社交媒體推廣（UrbanLife Health 健康新態度、香港 01 ）
- **電台廣播宣傳**
  - 商業電台廣播廣告
- **戶外廣告**
  - 港鐵路軌旁大型廣告牌
  - 海港城戶外廣告牌

此外，「啟護您」— 癌症藥物保障剛**於11月6日在 AIA iShop 網站正式推出**，客戶可直接於網上投保。同時，亦將開通**「iShop GO 友保易」**，讓財務策劃顧問向合資格客戶分享產品連結，邀請客戶透過 AIA+ 完成網上投保。為協助財務策劃顧問與客戶展開相關保障話題，財務策劃顧問亦可透過 **AIA Smart+ 的「iSay友分享」**功能，分享「啟護您」— 癌症藥物保障相關文章。

我們已準備涵蓋 **iShop / iShop GO 投保流程、跟進及佣金安排、常見問題的培訓及參考材料**，並將上載至 **i學院**，供財務策劃顧問參考。

敬請各位善用宣傳資訊，主動向客戶介紹計劃並邀請投保，將保障需要轉化為及早規劃的行動，為未來治療做好財務準備。

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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To support the launch of the new **"FutureShield Cancer Drug Plan"**, we are rolling out a comprehensive advertising campaign across multiple channels to raise public awareness of cancer drug treatment expenses and protection needs. Through this campaign, we aim to help more people access affordable protection, safeguard more families, and bring AIA's purpose to live by helping people live Healthier, Longer, Better Lives.

Built on customer insights, this campaign addresses the concerns of different customer segments through creative and educational content. By debunking common myths of cancer treatment and drug costs, it highlights three key product strengths: **"Value-for-Money Protection", "Simplified Underwriting", and "Broader Choice of Cancer Drug Treatments"**. The campaign demonstrates how the plan can help ease customers' financial burden and expand treatment options, allowing them to focus on getting the right treatment at the right time.

**Advertising and promotional activities include:**

**Online and Social Media Promotions**

- AIA Hong Kong and Macau social media platforms
- Online and mobile app ad
- Digital media advertorial and social posts (UrbanLife Health and HK01)

**Radio Advertising**

- Commercial Radio ad

**Outdoor Advertising**

- MTR trackside 12-sheet
- Harbour City outdoor billboard

FutureShield Cancer Drug Plan **has officially been launched on AIA iShop on 6 November**, allowing customers to apply online directly. **"iShop GO**" will also be available, enabling Financial Planners to send a personalised application invitation to eligible customers, who can then complete their online application through AIA+. To help Financial Planners initiate conversations about cancer protection needs, they may also leverage the "**iSay"** sharing feature on **AIA Smart+** to share relevant FutureShield Cancer Drug Plan articles.

To help Financial Planners capture these opportunities, we have prepared training and reference materials covering the **iShop / "iShop GO" application journey, customer follow-up process, commission arrangements and FAQs**. These materials will be available on **iAcademy** for reference. Please make full use of the campaign materials to proactively introduce the plan and encourage customers to act early through timely planning and better financial preparation for future treatment needs.

Should you have any queries, please email 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.「啟護您」— 癌症藥物保障廣告宣傳 FutureShield Cancer Drug Plan Advertising Campaign

- **友邦香港及澳門社交媒體 (2026年10月28日起)**
  **AIA Hong Kong and Macau social media platforms (Starting from 28 October 2026)**




- **網上及手機應用程式廣告 (2026年10月28日起)**
  **Online and mobile app ad (Starting from 28 October 2026)**




- **商業電台廣播廣告(2026年11月9日-22日)**
  **林海峰聲演兩個版本於「在晴朗的一天出發」及「Bad Girl大過佬」時段內播出**
  **Commercial Radio ad (9-22 November 2026)**
  **2 versions voiced by Jan Lamb will be aired during the programmes "On a Clear Day " and "BGOG"**

- **數碼媒體專題內容及社交媒體推廣（UrbanLife Health 健康新態度、香港 01 ）(2026 年 11 月 11 日起)**

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**Digital media advertorial and social posts (UrbanLife Health and HK01) (Starting from 11 November 2026)**

- **港鐵路軌旁大型廣告牌 (參考圖片) (2026 年 11 月 13 日-12 月 3 日)**
  **MTR trackside 12-sheet (Reference Photo) (13 November – 3 December 2026)**



## 2. AIA iShop 網站及「iShop GO 友保易」平台推出「啟護您」— 癌症藥物保障
## Launch of FutureShield Cancer Drug Plan on AIA iShop Website and "iShop Go" platform

- **相關培訓材料將上載於 i 學院，教學影片亦將於稍後時間於 i 學院推出**
  **（位置：i 學院 > 網上學習 > 內部牌照）**
  **Related training materials will be uploaded to iAcademy and tutorial videos will follow shortly. (Location: iAcademy > e-Learning Training > Internal License)**
- **客戶於 AIA iShop 網站及「iShop GO 友保易」網上投保流程及佣金安排**
  **Customer application journey on AIA iShop Website/ "iShop GO" and commission arrangements**
- **AIA Smart+「iSay 友分享」流程 AIA Smart+ "iSay" sharing flow**




*畫面僅供參考，實際顯示或有所不同。*
*Visual is for reference only. Actual display may vary.*

如經 Whatsapp / Email / SMS 分享給新客戶，可於 [信息]欄提示新客戶謹記於結賬前 輸入財務策劃顧問編號。
If you're sharing via WhatsApp / Email / SMS with a new customer, please add a note in the [Message] section to remind them to enter the Financial Planner Code before checkout.

範例：" 你好，公司新推出咗癌症藥物保障，如果選擇自行購買可於「財務策劃顧問編號」填寫 XXXXXX，謝謝"
Example message: Hi there! We've just launched a new cancer drug protection plan. If you choose to purchase online by yourself, please remember to enter XXXXXX in the 'Financial Planner Code' field before checkout. Thank you!"

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