

22 November 2023

Press Release**Hong Kong Life Wins the “Best Digital Marketing Strategy”
at “Digital Ex Awards 2023” Organized by Metro Finance**

Hong Kong Life has been awarded the “Best Digital Marketing Strategy” for its movie sponsorship and marketing campaign - “HKL Walk Together: Everyphone Everywhere”, at “Digital Ex Awards 2023” (“the Awards”) organized by Metro Finance. The award ceremony was held on 20 November 2023 at the Hotel ICON in Hong Kong. The Awards aims to recognize organizations with dedication to providing quality digital experience to customers and to create a new benchmark for digital marketing as an objective and impartial indicator for the public.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life is honoured to be awarded the ‘Best Digital Marketing Strategy’ which recognizes our innovation and efforts on our digital marketing campaign. This year, we title-sponsored the local movie ‘Everyphone Everywhere’ with the slogan of ‘Hong Kong Life Walk Together’ making a crossover of movie’s storyline and Hong Kong Life’s core belief of keeping our commitment. The mixture of both above-the-line and below-the-line promotions has been well recognized by the public. This marketing campaign has reinforced our commitment and care to our customers and the public, and demonstrated our support to the development of local movie culture, thereby inspiring our customers and the public to join us creating a better future together.”

The award-winning movie sponsorship and marketing campaign, “Hong Kong Life Walk Together: Everyphone Everywhere”, adopted the unique cross-disciplinary way of combining movie pre-screening and music concert. In conjunction with the promotion of the movie, Hong Kong Life rolled out a series of online promotions and games including a 3-month campaign “Hong Kong Life Walk Together: Everyphone Everywhere – Triple Privilege”. The meticulously crafted movie scene with product placement has also aroused the awareness of audience and strengthened the promotion effectiveness.

香港人壽保險有限公司 Hong Kong Life Insurance Limited

香港皇后大道中183號中遠大廈15樓 15/F Cosco Tower, 183 Queen's Road Central, HK

 2290 2882 HongKongLifeCS@hklife.com.hk   

hklifeinsurance

 2530 5682

HKLlife.com.hk



Photo 1: Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (left), receives the “Best Digital Marketing Strategy” at “Digital Ex Awards 2023” organized by Metro Finance.



Photo 2: Mr. Raymond Chang, General Manager of Hong Kong Life (right) and Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (left) attended the Award Presentation Ceremony of the “Digital Ex Awards 2023” organized by Metro Finance.

About Hong Kong Life

Established in 2001, Hong Kong Life Insurance Limited ("Hong Kong Life") was founded by five local financial institutions including Asia Insurance Company Limited, Chong Hing Bank Limited, CMB Wing Lung Bank Limited, OCBC Bank (Hong Kong) Limited and Shanghai Commercial Bank Limited, which laid their foundations and have been serving people in Hong Kong for more than 50 years in average. Through our extensive network of around 130 distribution points comprising Chong Hing Bank, CMB Wing Lung Bank, OCBC Bank and Shanghai Commercial Bank, we provide a comprehensive range of insurance products and services.

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