

**Press Release**

**Hong Kong Life 15th Anniversary Branding Campaign**

23 April 2016 - To celebrate its 15th anniversary, Hong Kong Life Insurance Limited (“Hong Kong Life”) has started a branding promotion campaign for four months since with a new slogan **“TOUCH you always!”**

The aim of insurance is protecting yourself and your family to deliver love. Hong Kong Life makes use of family as the key visual to introduce its 15th anniversary slogan **“TOUCH you always!”** In the key visual, a mother is hugging her daughter who is pointing the sky with a heart. Their smiles and all smile faces appearing in the background indicate Hong Kong Life’s belief **“Care at all times! TOUCH you always!”**

Hong Kong Life hopes to strengthen the public attention towards its brand by different promotion channels. In addition to full-page newspaper and magazine advertisement, Hong Kong Life uses trams and buses as promotion vehicles to enhance the public awareness in various districts. Chong Hing Bank, Shanghai Commercial Bank, OCBC Wing Hang Bank and Wing Lung Bank are the distribution points of Hong Kong Life. Hong Kong Life has arranged exclusive tram and bus body advertisement to let clients know more about its diversified insurance services.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Hong Kong Life hopes to thank clients for their support in the past 15 years. Due to the keen competition in insurance market, we understand that more new services have to be launched to cater clients’ needs and retain their loyalty. Excellent customer service is required as well. Hong Kong Life will keep its promise towards clients and make clients feel our caring through services. In addition to advertisement, we will launch other promotions such as Premium Discount Incentive and Lucky Draw. Details will be announced later.”

Hong Kong Life will start its 15th anniversary branding campaign with a new slogan **“TOUCH you always!”** since 23 April 2016. Promotions include:

- Volunteer activities tagline on 23 April;
- Full-page newspaper and magazine advertisement;
- Outdoor advertisement on the body of tram and bus;
- Digital advertisement;
- Premium Discount Incentive;
- Lucky Draw



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“Care at all times! TOUCH you always!” is the slogan of the branding promotion campaign.



Hong Kong Life makes use of various outdoor advertisements, including four trams with advertisement on their whole bodies travelling in Hong Kong Island on 30 April, to deliver “**TOUCH you always!**” message to the society.



Bus with branding advertisement will travel in Hong Kong Island, Kowloon and New Territories to enhance the public awareness towards Hong Kong Life and its distribution networks.