

Press Release

Hong Kong Life "TOUCH you always!" Micro Film Series

11 January 2017 - To celebrate its 15th Anniversary, Hong Kong Life Insurance Limited ("Hong Kong Life") has produced the **"TOUCH you always!" micro film series**. Facebook games and donation activities are carried out to deliver gifts and charity message at the same time. The series with two episodes starring Sofiee Ng (吳凱欣), a rising star in the showbusiness is launching in [Hong Kong Life Facebook](#) and [Website](#) (available in Traditional Chinese only).

In episode 1 "Heartbeat", a hearing-impaired father and an expectant mother acted by Sofiee Ng (吳凱欣) were looking forward the birth of their baby. The wife tried to enable her husband to "hear" the heartbeat of their unborn baby. In episode 2 "Touch U", the expectant mother recalled the life with her dead mother and regretted for not treating the deceased well. She cleverly connected her mother, herself and the newborn baby together.

To facilitate the launch of the micro film series and attract the audience, Hong Kong Life is carrying out a quiz game in Facebook Fanpage. Each winner will be entitled to a HKD50 gift coupon. Hong Kong Life will donate HKD10 to Christian Family Service Centre for every LIKE received at the "Touch U" post on or before 10 February. Audience can support charity while watching the micro film.

Hong Kong Life Chief Marketing Officer Kennex Chan said, "The ways of branding promotion change rapidly. We hope to use micro film and social platform to enhance our communications, meet more clients with different ages and classes, and advocate the belief of Hong Kong Life "Care at all times! TOUCH you always!" In addition to launching the micro films, we are also carrying out Facebook donation activities to fulfill corporate social responsibility and provide assistance to The Hong Kong Society for the Deaf and Christian Family Service Centre to build up a caring society."

Hong Kong Life **“TOUCH you always!”** mini-film series is launching in [Hong Kong Life Facebook](#) and [Website](#).



In episode 1 "Heartbeat", a hearing-impaired father and an expectant mother were looking forward to the birth of their baby. The wife was touching when her husband “heard” the heartbeat of their unborn baby.



In episode 2 "Touch U", the expectant mother recalled the life with her dead mother and reminded everyone to cherish people nearby.