

AIA, Spurs strengthen partnership

► EPL giants have helped spread message of health, wellness, teamwork, performance, and winning

■ BY ALESSANDRO GUERZO

AIA GROUP LTD, the world's largest independent publicly listed pan-Asian life insurance company, and English Premier League giants Tottenham Hotspurs have been partners since 2014 and it does not seem that they're going to be separated anytime soon.

AIA's Group chief marketing officer Stuart A Spencer believes that engaging in the sport of football will help the company enforce their brand promise.

"I think it's groundbreaking for both football and for insurance. I think that the relationship is truly a partnership," Spencer said during the 2019 International Champions Cup in Singapore recently.

"We are not just a brand on a shirt but we have shared values, we have so much in common as organisations in terms of what we believe in, health, wellness, fitness, teamwork, performance, and winning."

As football is one of the biggest sports in Asia, AIA believe that their sponsorship of Spurs has helped them increase brand awareness in the region.

They have been conducting football coaching clinics and training camps throughout Asia to engage with their customer base as well as the general public.

"We've actually had more than 40,000 young people go through football clinics and football training camps across multiple markets," Spencer said.

They are also one of the sponsors of the Singapore Football Association.

"It's part of our effort to expand our presence in football," Spencer said, adding: "Our Spurs coaches have come down to give training and coaching tips to coaches within



FROM LEFT: Tottenham Hotspur Executive Director Donna Cullen, Tottenham Hotspur Chairman Daniel Levy, AIA Group Chief Executive & President Ng Keng Hooi and AIA Group Chief Marketing Officer Stuart A. Spencer.

the Singapore FA. It's just another way to continue to strengthen our position in football."

With Tottenham Hotspurs making it to the Champions League final, AIA got enormous worldwide exposure, with an estimated global average audience in the region of 400 million viewers.

"Our brand was literally in every sports page in the world the following morning. Whether it was digitised or in print it didn't matter, we had our brand everywhere."

Together with AIA's global brand ambassadors, renowned footballer David Beckham and celebrity chef Jeremy Pang, Spurs have helped spread AIA's message across Asia.

"One of the things we love to do is to make sure that all of our assets of our brand are concentrated and connected versus being differentiated and fragmented - meaning if we have this brand promise, we've got this relationship with Spurs, we've got David

Beckham, we've got celebrity chef Jeremy Pang.

"Each one has a part. We're bringing the assets together to continue to reinforce our brand message."

Together with their brand promise, AIA wants to ensure that their customer base do actually live a healthier lifestyle through the AIA Vitality programme, which encourages members with rewards and benefits for staying fit and being active.

"We're seeing reductions in people's body mass index based on customers that we have researched," Spencer said. "We're seeing beautiful outcomes that are designed to reverse these concerning trends so that ultimately we call it as a shared value."

"Best interest in society, best interest of AIA, but ultimately as the customer your best interest.

"We are the leader, as the leader

we have a unique responsibility so set the path forward and to influence the outcome of society."

Spurs and AIA recently extended their partnership until the end of the 2026/2027 season. The AIA brand will continue to appear on the front of the club's men's, women's and academy team's shirts in all competitions.

The announcement was a significant highlight for the AIA Group as it celebrates its Centennial in Shanghai, the city in which it was founded in 1919.

AIA and Spurs will continue to work together by developing unique content with Spurs' players, the manager, coaches, fitness professionals and nutritionists in support of AIA's purpose-led brand promise of helping people to live Healthier, Longer, Better Lives.