

IT'S Friday night. After a week of deadlines and meetings, you've been waiting for this moment.

Your drink of choice is poured, your bowl of popcorn filled to the brim.

You turn on the TV and select your profile. What should I watch today, you wonder? The latest binge-able K-drama? A classic thriller? Fun but predictable rom-coms?

A variety of amazing selections are recommended to you based on what you've watched previously.

Now, if only getting an insurance or takaful plan was just as easy.

But wait, what if it can really be that easy?

For many, shopping for a protection plan can be overwhelming and confusing as it's often associated with complex jargon and multiple, customisable options.

Riders, what is that? Sum assured, who knows how much?

Insurance made easy

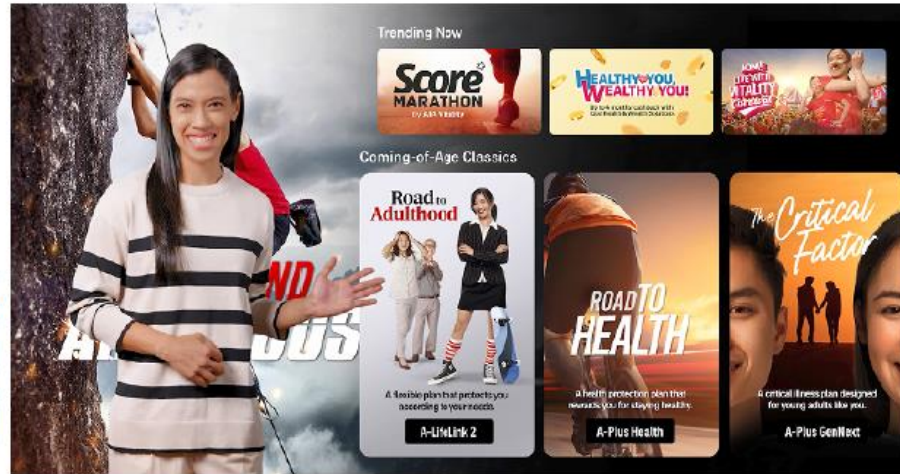
To address this challenge, AIA Malaysia launched its Subscribe to a Better Life campaign to change the way people perceive and engage with insurance. The country's leading insurance and takaful provider recognises that in this day and age, our lifestyle aspirations are multi-faceted and unique, hence our protection coverage should reflect that.

Gone are the days of one-size-fits-all insurance offerings. Whether you're a young and ambitious go-getter, an advocate for healthy living, a dedicated family-oriented individual, or someone striving to leave a lasting legacy, AIA has tailored solu-

A DIFFERENT KIND OF SUBSCRIPTION

AIA Malaysia's Subscribe to a Better Life campaign offers personalised solutions

The
Subscribe to
a Better Life
Campaign
changes the
way people
perceive and
engage with
insurance.



tions to cater to your specific needs.

So instead of shopping for a laundry list of insurance and takaful benefits, select your aspiration and let AIA guide you to the best propositions and solutions that meet your needs.

The Subscribe to a Better Life campaign is a creative expression of AIA's intention to empower Malaysians to embrace a better life – one that is healthy, active, and vibrant.

Tapping into Malaysians' familiarity and love for on-demand streaming platforms, AIA was inspired to build a brand story that resonates with the Everyday Joe by presenting its personalised solutions and offerings as movies and TV shows.

"We understand that the insur-

ance and takaful market is often clouded with a lot of jargon. This – in addition to the numerous solutions, offerings and initiatives out there – is sometimes hard for people to even know where to begin," says AIA Malaysia chief marketing officer Heng Zee Wang.

"Our latest campaign aims to cut through the clutter, by breaking down barriers and complexities of insurance jargon and presenting our story in a way that is familiar to most Malaysians, yet fun and engaging at the same time."

Starring Nicol David

The Subscribe to a Better Life campaign is anchored on an educational and interactive website that is designed like a streaming

service interface.

Featuring fun little visuals that reimagine insurance and takaful solutions as movies and dramas, the website aims to reshape how individuals view insurance, helping them realise their life aspirations with a line-up of AIA's solutions and offerings, including its proprietary Total Health and Wealth Solutions ecosystem, as well as its unique health and wellness programme, AIA Vitality.

By presenting insurance in a relatable and accessible manner, AIA aims to bridge the gap between traditional insurance offerings and your expectations, ensuring that insurance becomes an integral part of your life journey.

The campaign and brand film

stars Malaysia's own squash legend and philanthropic visionary, Datuk Nicol David. It shows Nicol embracing multiple roles in a purposeful and dynamic way that is reflective of a life full of vitality.

Nicol, who is also AIA Malaysia's ambassador, shares: "When I was first introduced to the concept, I was immediately attracted by it, and I had fun collaborating with AIA to bring the idea to life.

"We all subscribe to many things in life for the convenience and the ease of access offered, be it gym memberships, meal plans, and even the ubiquitous streaming channels.

"So why not Subscribe to a Better Life too? It is my hope that this campaign by AIA will inspire many more Malaysians to Live with Vitality and achieve their life aspirations."

Heng adds: "We are really proud to bring a campaign that is bold, unique and perhaps, a little bit amusing.

"With just a click of a button, you are transported to a world of personalised solutions that will help you navigate towards living a healthier, longer and better life.

"I believe that we are onto something truly exciting, as we continue to make insurance and takaful more accessible and palatable for people, no matter what their needs are and which stage they are in life."

For more details, visit www.aia.com.my/livewithvitality