AIA Bhd. – Customer Marketing Department
Agency Circular 013/04/2019/MARKETING/CIR

2 May 2019

"PROJECT GOLDMINE CAMPAIGN IS BACK"!

Dear AIA Life Planners,

We are thrilled to announce that the Project Goldmine campaign is now back – in a larger scale. This campaign is part of our efforts to help you meet new customers (who have provided their consent through the MyAIA web/app database) and up-sell relevant insurance products that meet their needs.

This time, we are offering more attractive appointment gifts to increase your customer's interest to meet up. Furthermore, an attractive reward will be offered to customers who sign-up for any Policy or Certificate with an annual premium of more than RM2,400.

Kindly refer below for further details:

	Reward	**Qualification Mechanics**
Appointment Gift	• RM 50 Petronas Mesra Card **OR** • 1-year AIA Vitality membership	Meet up with our life planners and complete the free coverage review.
Reward on Purchase	• RM 150 Lazada voucher	Purchase any AIA Life product with a minimum of RM 2,400 ANP between 2 May to 30 Sept 2019.

We will also communicate with the targeted customers via SMS and inform them in advance about the rewards to create some excitement before you contact them.

Other campaign details are as below:

Description	Project Goldmine
1. **Campaign Period**	2 May – 30 Sept 2019
2. **Eligible Customers**	New Leads
3. **Selection Criteria**	❖ Insured/ Person Covered age between 22 - 55 years old ❖ Does not hold any Conventional Life Product with AIA ❖ Consent granted to receive marketing and promotional messages and calls. ❖ Located in Central, Northern (limited to Bayan Lepas, Ipoh & Penang) and Southern (JB, Masai, Melaka, Pasir Gudang and Seremban) ❖ Outpatient claims for past 3 years do not exceed RM10k
4. **Underwriting**	❖ Normal Underwriting (NUW)
5. **Coverage Limit**	❖ Subject to product and per life coverage limitation

6. **Submission Type**	❖ iPoS Submission

Additional Information:

- All cases must be submitted through iPoS during the campaign period (i.e. last submission date on 30 Sept 2019) and must be approved at AIA's discretion (i.e. contributions are paid and set in force) by 15 Oct 2019.
- The gift cannot be exchanged for cash.
- Each in-force policy is qualified for ONE gift only. The maximum gift a customer (as per NRIC) can receive for this campaign is five (5).
- The campaign's terms and conditions are subject to change, and AIA BHD. decisions on any matter concerning these terms and conditions are final.

We hope you're excited about this campaign as much as we are. Please check your AIA Life Planner App (ALPA) to identify the customer leads you have for this campaign.

For further details, please refer to the FAQ provided. Alternatively, you may also contact your respective Director of Agencies (DOAs) and Business Development Executives (BDEs) for assistance.

Don't miss out on this opportunity to reach out to more and more Malaysians with our message of healthier, longer and better lives! We wish you all the best as you leverage on this campaign.
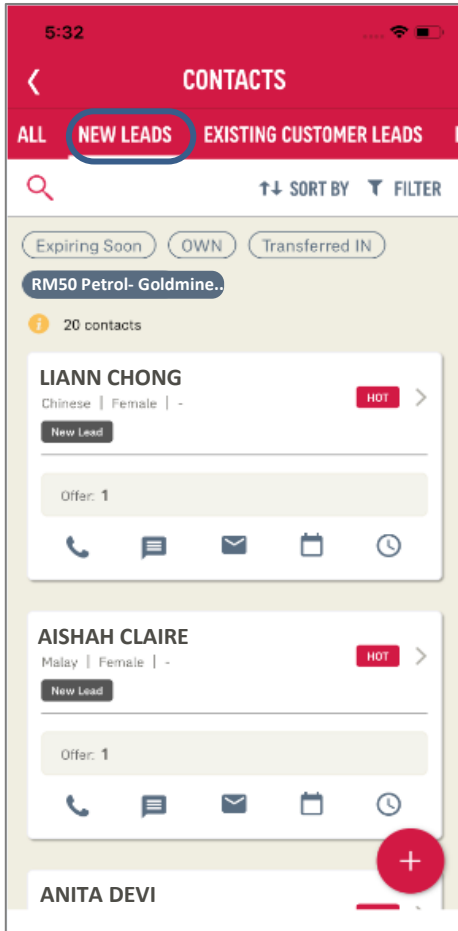
Regards,

Heng Zee Wang
Chief Marketing Officer
Marketing

Leong Chee Soong
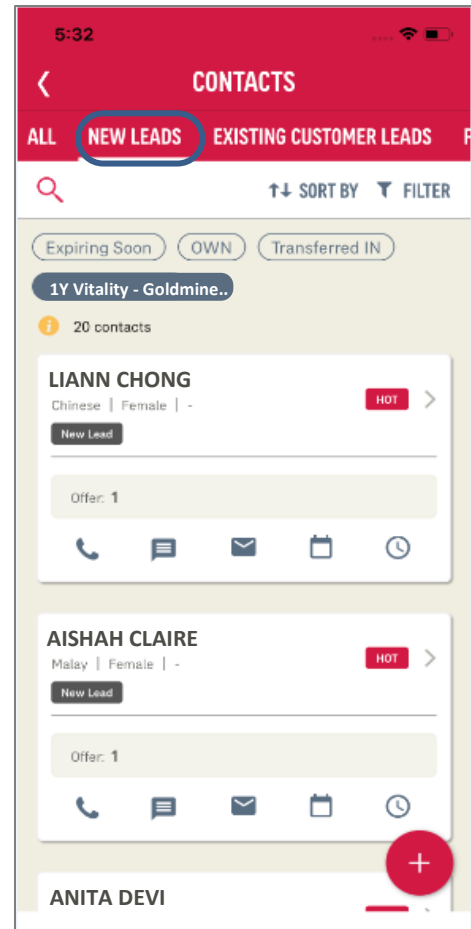Chief Agency Distribution Officer
Agency Distribution

Appendix A: How to Retrieve and Update Customer Appointment Through AIA Life Planner App

Step 1:

OR

i.   **Select "New Leads"**
ii. **Filter by "RM50 Petrol-Goldmine Campaign"**
iii. **Select the targeted customer**

iv. **Select "New Leads"**
v.   **Filter by "1Y Vitality-Goldmine Campaign"**
vi. **Select the targeted customer**

Step 2:

i.   Select your preferred communication method to speak to your customers

ii.   Select "Appointment" to set an appointment with your customer

Step 3:

i. Fill up the information for the appointment