



Insurance Advertising Evaluation (Hong Kong)

MARCH 2018



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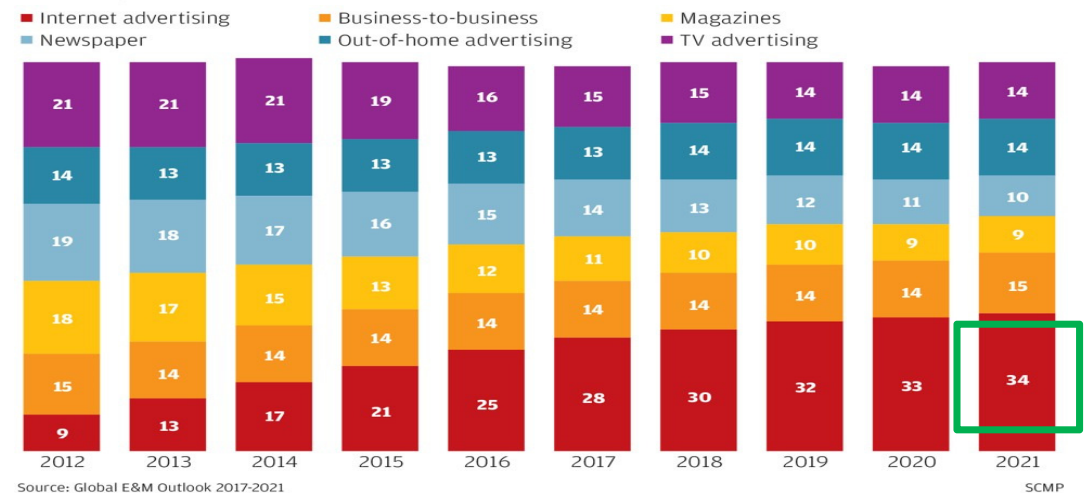
Background

十大最高廣告支出行業 (2017年第3季) *以港幣百萬元計 Top 10 Industries (Q3 2017) *HKD in million				
排名 Rank	2016年排名 Rank in 2016	行業 Industries	廣告支出 Adspend	按年變化率 YOY
1	1	銀行、信用卡及投資服務 Banking & Investment Services	1212.1	19%
2	2	藥物及醫護 Pharmaceuticals & Healthcare	1033.9	17%
3	4	旅遊 Travel & Tourism Services	803.0	19%
4	3	浴室及家居用品 Toiletries & Household	740.1	-2%
5	5	飲品 Beverages	535.2	-5%
6	9	化妝及護膚用品 Cosmetics & Skincare	464.8	15%
7	7	娛樂 Entertainment	458.9	9%
8	11	地產 Property & Real Estate	458.0	31%
9	6	食品 Food	456.8	3%
10	8	零售 Retail	373.1	-9%

Source: Market Interactive (<http://www.marketing-interactive.com/hong-kong-ad-spend-shifts-to-tv-in-q3/>)

- The financial services industry have the highest spend in advertising in 2017 in Hong Kong
- There were a lot of advertising from Insurance companies throughout 2017 particularly in quarter 4
- In Hong Kong, overall online advertising spend and it is expected to increase 34% of the advertising budget by 2021

Share of TV adspend was overtaken by internet during 2014 for the first time
Advertising share by medium



Source: Global E&M Outlook 2017-2021

Source: South China Morning Post (<http://www.scmp.com/business/companies/article/2110042/hong-kongs-online-ad-spend-expected-double-tvs-within-five-years>)

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Research Objectives & Design

With the increasing advertising spent from the insurance industry, CSG is interested to understand:

- Impact of these insurance advertising campaigns on the current and potential customers (did it build the brand strengths and enhance engagement and relevance)
- Advertising format that is effective (“webisodes”, story-telling, celebrity advocacy, product features)
- Advertising campaign that Hong Kong adult population like most and why

Methodology	Online survey; 10 minutes interview
Target respondents	Adult population aged 18-55 years old in Hong Kong
Sample size	<ul style="list-style-type: none">• A total sample of n= 500 representing the adult population of Hong Kong• Quota on age & gender<ul style="list-style-type: none">- Gender: 50% male, 50% female- Age: 50% aged 18-34; 50% aged 35-54
Fieldwork period	15 Nov – 21 Nov, 2017

Insurance Advertising Campaigns That We Tested

(8 advertisements; 7 companies and 4 formats)




PRUDENTIAL
Product features




ATA
Celebrity advocacy




AXA
Story-telling




Manulife
"Web-isodes" ^




Bupa
Product features




FWD
Story-telling




Cigna
Product features




AXA
Story-telling



Remarks: You may open the hyperlink of the picture above to view the corresponding advertising campaign.

^"Web-isodes" refers to an episode of a series that is distributed as web television.

*There are in total:

- 3 story-telling campaigns, 3 product-featured campaigns, 1 web-isodes campaign, and 1 celebrity advocacy campaign

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We asked the following questions

Feel more positive towards the brand
(Top 2 boxes)

Do you feel more positive or negative about that insurance brands after watching the advertisement?

Interest in searching more products information
(Top 2 boxes)

To what extend would you be interested in searching / receiving more information about the product advertised in the advertisement?

Likelihood to buy the insurance products
(Top 2 boxes)

How likely would you consider buying the insurance products of the advertiser?

Effectiveness of advertising format in conveying messages
(Top 2 boxes)

The advertisements that you have watched in the survey are using different advertising formats. Please rank the advertising formats based on the effectiveness in conveying messages, “1” means the most effective and “4” means the least effective.

Advertisement that like the most

Which advertisement do you like the most? Why?

Executive Summary

Overall evaluation

1. Feel more positive towards the brand
2. Interest in searching more products
3. Likelihood to buy the insurance products
4. Effectiveness of advertising format in conveying messages
5. Advertisement that like the most

Snapshot of Likes and Dislikes

1. Story-telling
2. Product features
3. Webisodes
4. Celebrity-advocacy

Detailed evaluation by sub-groups

1. AXA (Kathmandu) – Story-telling
2. AXA (Critical Illness) – Story-telling
3. Prudential (DNA) – Product- features
4. AIA (David Beckham) – Celebrity advocacy
5. Manulife (Retirement) – Webisodes
6. Bupa (Medical Insurance) – Product features
7. Cigna (Medical Production) – Product features
8. FWD (New Adventure Without Hesitation) – Story-telling

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Executive Summary

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Snapshot of Likes and Dislikes

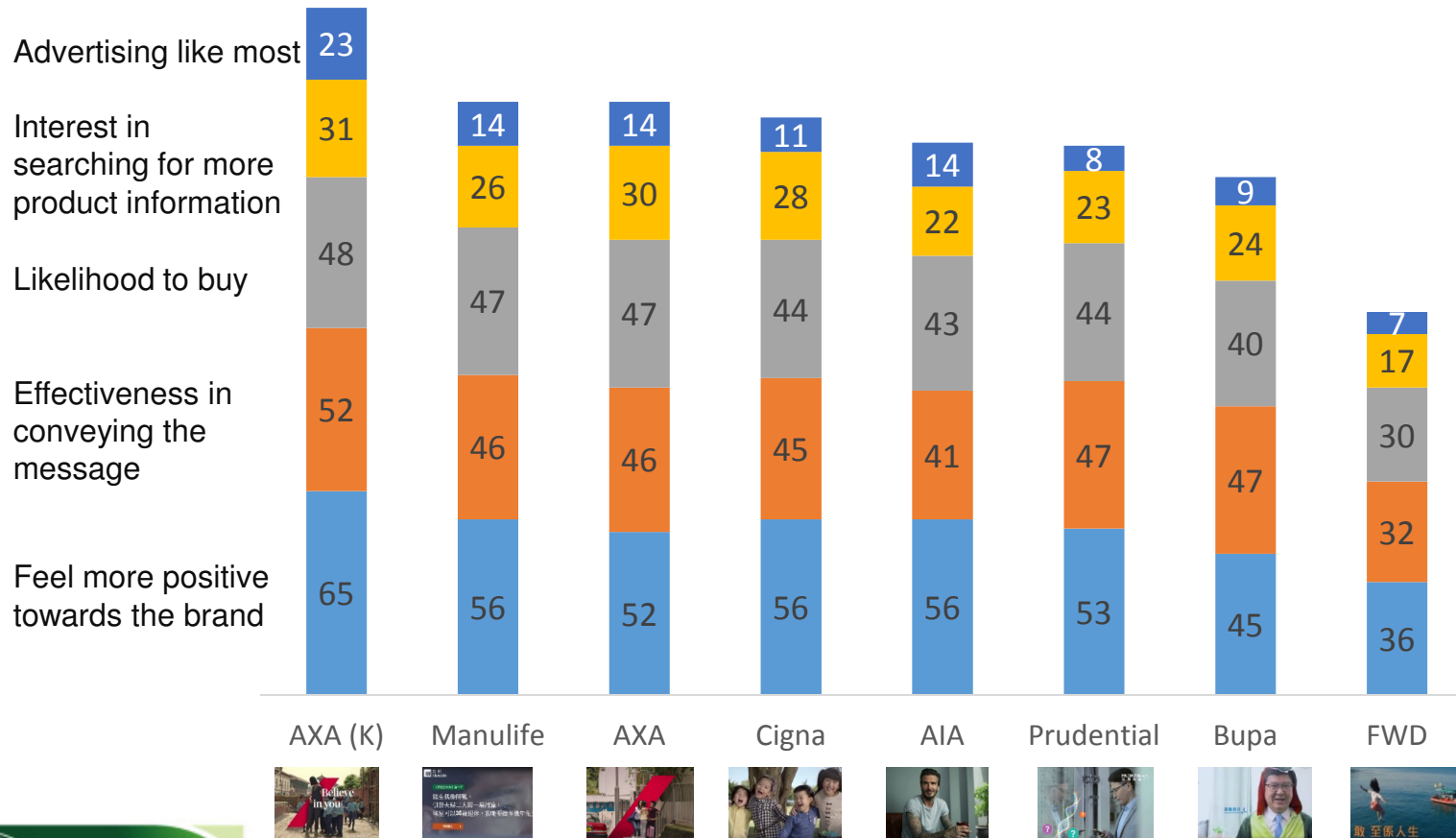
1. Story-telling
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Detailed evaluation by sub-groups

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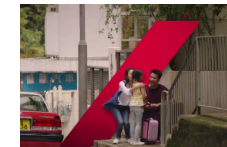
Executive Summary – AXA KATHMANDU AD IS A WINNER WHEREAS FWD AD IS RATED POORLY



- AXA Kathmandu is leading on all ratings among the 8 insurance advertising campaigns



- followed by Manulife (webisode) and AXA (critical illnesses)



- Meanwhile, FWD is rated low on all the survey questions



Executive Summary

Overall evaluation

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Story-telling format

AUTHENTICITY IS IMPORTANT WITH STORY-TELLING

Why AXA (Kathmandu) outperformed the others with the same advertising format of story-telling?



	 (Kathmandu)	 (critical illness)	
	Story-telling	Story-telling	Story-telling
Advertisement that like the most	23%	14%	7%
Type of story-telling format	Authentic story	Made-up story with connection to the reality	Made-up story without relevance to the mass

LIKES

“The Kathmandu story is **engaging**. It is very **impactful** and **emotional**.”

“As it is based on a **real life story**, it **convincing** and I feel AXA is really **empathetic** and really **care** for their customers”

“Although it is a fictional story, it can potentially happen to us and it is **connected with my everyday life**. It resonates with me and the **family story is heartwarming**”

“The **slogan is inspiring** and **encouraging**. It is a rather **positive** and **energetic**.”

DISLIKES

“It is a bit **too long**.”

No major dislikes.




“I cannot connect the story with insurance... the **story** is too **unrealistic** with everyday life and **lack relevance** to me.”



Product-featured format

SIMPLE AND CLEAR PRODUCT BENEFITS DRIVES INTEREST TOWARDS THE PRODUCTS



			
	Product features	Product features	Product features
Interest in searching more products information	47%	47%	45%

LIKES

“The **products details** are presented in a very **direct** and **clear** way. It is very **easy** for me **to follow and understand** the products.”

“The **message** from the advertisement is very **simple** and **direct**. It shows the product features very clearly.”

“The **content** of the advertisement (i.e. DNA testing) is **creative** and it **draws my interest** in searching more information about the products.”

“The presentation by the kids gives the ad a very warm and positive feeling”

DISLIKES

“The costume is a little silly”

No major dislikes.

“I **don’t** feel the advertisement with kids is **relevant** to medical insurance.”



Web-isodes format

AUTHENTICITY IS ALSO IMPORTANT WITH WEB-ISODES

	Manulife
	Web-isodes
Feel more positive towards the brand	56%
Advertisement that like the most	14%



LIKES

"It is quite **impressive** to present the retirement idea from the view of a couple. It is just like a soap drama which make me **want to continue with the next episode.**"

"It is more **interesting** than the traditional advertisement as its content is quite **authentic**. It **provokes** my **thinking** on my retirement plan"

"It is **emotional** and **not too informative** or educative. The key message is insightful and make me want to **know more** about the **product** information."


"As the story plot is **relevant** to my **everyday life**, it resonates with me. The **actors** of the advertisement is very good too."

DISLIKES

"It is **longer** than what I usually watch."

Celebrity Advocacy format

CELEBRITY ADVOCACY IS A DOUBLE-EDGE SWORD

	
	Celebrity Advocacy
Feel more positive towards the brand	56%
Advertisement that like the most	14%



LIKES

*“David Beckham personal image is very **positive** and he evoke a **reliable image**”*

*“The **message** of the advertisement is **convincing** because David Beckham is a credible and is associated with healthy living/ lifestyle.”*

*“The **message** is **easy to follow** and **understand.**”*

“Although David Beckham is aging, he is still charismatic”

DISLIKES

I am not sure how he is relevant to the AIA brand?

David Beckham is involved with so many different brands and campaign, I could have thought that this is another Adidas ad. It is confusing to know which brand he is representing.

Executive Summary

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AXA (Kathmandu) – story-telling

Gender & Age

Household
Income & No.
of insurance
policy owned



Feel more positive/ negative on the brand (A1)



■ Much more positive ■ More positive
■ Neutral ■ More negative
■ Much more negative

Interest in searching more products information (A2)



■ Very interested
■ Interested
■ Neither interested nor not interested
■ Not interested
■ Not interested at all

Likelihood to buy the products (A3)



■ Extremely likely ■ Very likely
■ Neither likely nor not likely ■ Not very likely
■ Not likely at all

Effectiveness of the advertising format (A4)



■ Most effective ■ More effective
■ Less effective ■ Least effective

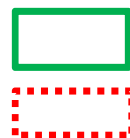
Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	65%	65%	65%	64%	67%	63%
Bottom 2	5%	7%	3%	5%	7%	4%
Top 2	52%	55%	50%	54%	51%	52%
Bottom 2	12%	14%	11%	10%	15%	12%
Top 2	48%	44%	52%	46%	47%	52%
Bottom 2	13%	13%	14%	12%	14%	13%
Top 2	31%	32%	30%	32%	29%	31%
Bottom 2	19%	18%	20%	18%	21%	19%
Top	23%	24%	21%	23%	21%	25%

Female + age group between 41-55 years old are the potential customers.

- Female respondents and the age group of 41-55 years old are more likely to buy the advertised insurance products
- Male respondents are more interested in searching/ receiving the product information after watching the advertisement



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

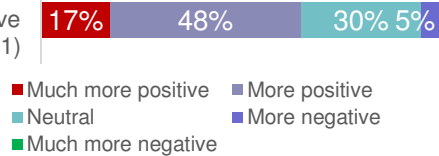
AXA (Kathmandu) – story-telling

Gender & Age

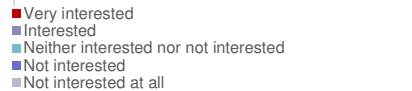
Household Income & No. of insurance policy owned



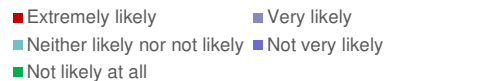
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



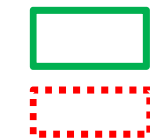
Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	65%	60%	71%	65%	70%
Bottom 2	5%	7%	3%	5%	6%
Top 2	52%	48%	58%	51%	62%
Bottom 2	12%	16%	8%	12%	12%
Top 2	48%	44%	53%	49%	53%
Bottom 2	13%	16%	10%	14%	10%
Top 2	31%	30%	32%	30%	31%
Bottom 2	19%	20%	18%	20%	19%
Top	23%	22%	23%	21%	25%

The group with household income \$50,000 or above and owned 3 or more insurance policies are high potential targets

- They feel much more positive about AXA after watching the advertisement
- They also have much stronger tendency to search for product information as well buying the products

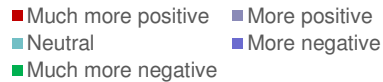
AXA (critical illness) – story-telling

Gender & Age

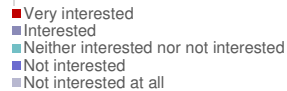
Household
Income & No.
of insurance
policy owned



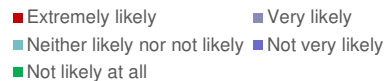
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)

14%

	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	52%	50%	53%	56%	44%	58%
Bottom 2	2%	2%	2%	5%	1%	0%
Top 2	46%	50%	42%	49%	43%	46%
Bottom 2	13%	10%	15%	16%	11%	13%
Top 2	47%	50%	44%	49%	45%	49%
Bottom 2	14%	9%	20%	16%	12%	17%
Top 2	30%	32%	28%	30%	29%	31%
Bottom 2	20%	18%	22%	20%	21%	19%
Top	14%	13%	14%	13%	13%	15%

Male and 18-30 as well as 41-55 years old are potential customers

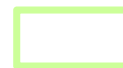
- Male respondents and those aged 18-30 years old are more interested in searching/ receiving the product information as well as more likely to buy the products
- Together with the 41-55 years old are more willing to buy the products, while females are less likely to buy



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

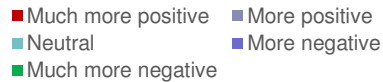
AXA (critical illness) – story-telling

Gender & Age

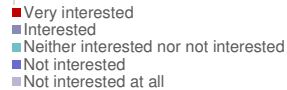
Household
Income & No.
of insurance
policy owned



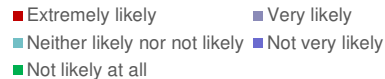
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)

14%

	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	52%	48%	57%	45%	62%
Bottom 2	2%	3%	0%	3%	0%
Top 2	46%	38%	57%	41%	54%
Bottom 2	13%	16%	8%	12%	10%
Top 2	47%	41%	56%	40%	58%
Bottom 2	14%	17%	10%	13%	15%
Top 2	30%	29%	31%	32%	29%
Bottom 2	20%	21%	19%	18%	21%
Top	14%	15%	12%	14%	14%

The group with household income \$50,000 or above and owned 3 or more insurance policies are highly potential

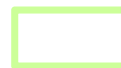
- They feel much more positive about AXA after watching the advertisement
- They also have much stronger tendency to search for product information as well buying the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

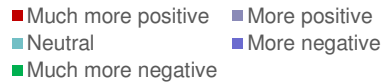
Prudential - product features

Gender & Age

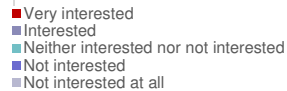
Household
Income & No.
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policy owned



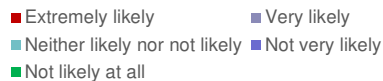
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	53%	56%	50%	62%	46%	53%
Bottom 2	2%	2%	3%	1%	3%	3%
Top 2	47%	56%	38%	49%	48%	44%
Bottom 2	10%	10%	11%	12%	12%	7%
Top 2	44%	46%	42%	45%	43%	44%
Bottom 2	14%	10%	18%	16%	14%	14%
Top 2	23%	22%	23%	22%	21%	26%
Bottom 2	27%	28%	27%	28%	29%	24%
Top	8%	10%	7%	8%	9%	7%

Male and the age group of 18-30 years old are potential customer

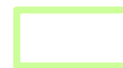
- Male respondents show higher potential than the females, in specify that they are much more willing to search for/ receive products information
- Also, the 18-30 years old feel much more positive towards Prudential and are more interested in searching/ receiving the product information as well as more likely to buy the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

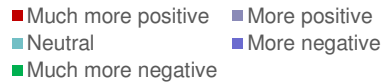
Prudential - product features

Gender & Age

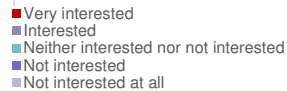
Household Income & No. of insurance policy owned



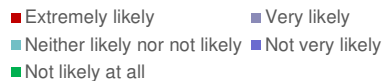
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	53%	54%	51%	48%	61%
Bottom 2	2%	3%	2%	3%	2%
Top 2	47%	45%	51%	47%	50%
Bottom 2	10%	11%	9%	11%	9%
Top 2	44%	40%	50%	38%	52%
Bottom 2	14%	17%	10%	16%	11%
Top 2	23%	23%	22%	21%	24%
Bottom 2	27%	27%	28%	29%	26%
Top	8%	7%	11%	9%	8%

The group owned 3 or more insurance policies and with household income \$50,000 or above are highly potential

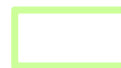
- Respondents with 3 or more insurance policies owned show significantly higher tendency to buy the products
- Also, the ones with household income \$50,000 or above have stronger willingness to search for product information as well buy the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

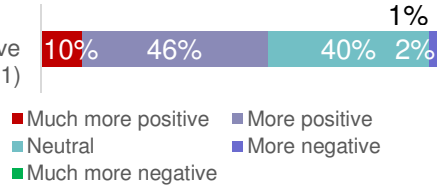
AIA - celebrity advocacy

Gender & Age

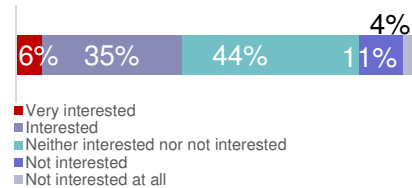
Household
Income & No.
of insurance
policy owned



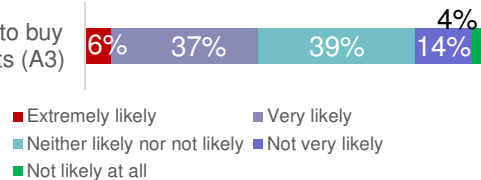
Feel more positive/ negative on the brand (A1)



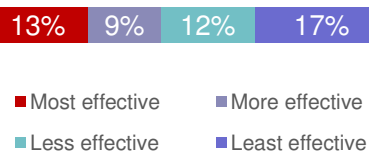
Interest in searching more products information (A2)



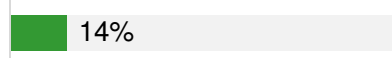
Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



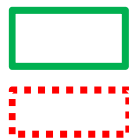
Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	56%	54%	58%	62%	53%	54%
Bottom 2	3%	3%	3%	4%	2%	4%
Top 2	41%	42%	40%	47%	37%	42%
Bottom 2	14%	16%	13%	16%	13%	15%
Top 2	43%	42%	44%	45%	40%	46%
Bottom 2	18%	18%	17%	17%	14%	24%
Top 2	22%	21%	22%	21%	23%	20%
Bottom 2	28%	29%	28%	29%	27%	30%
Top	14%	13%	16%	16%	13%	15%

Female and the age group of 18-30 years old are potential customer

- Female feel the advertisement with David Beckham is more attractive, and they are more likely to buy the products
- Similarly, the younger age group (18-30 years old) feel more positive and are much more willing to search/ receive the product information



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

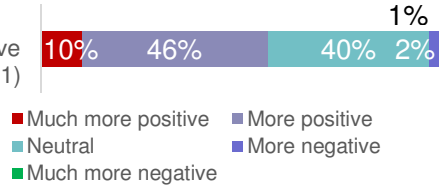
AIA - celebrity advocacy

Gender & Age

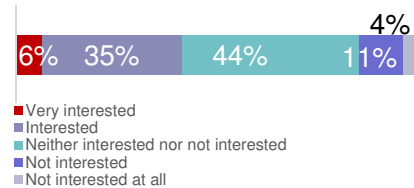
Household
Income & No.
of insurance
policy owned



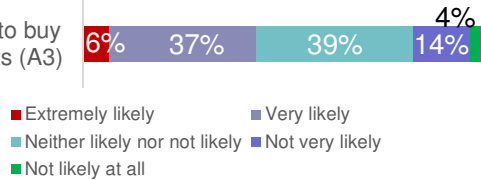
Feel more positive/ negative on the brand (A1)



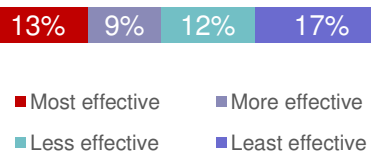
Interest in searching more products information (A2)



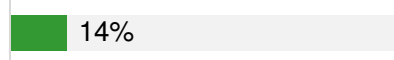
Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



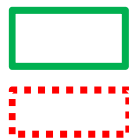
Advertising that like the most (A5)



	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	56%	57%	56%	54%	62%
Bottom 2	3%	2%	5%	2%	6%
Top 2	41%	41%	41%	39%	47%
Bottom 2	14%	15%	14%	13%	12%
Top 2	43%	43%	44%	39%	50%
Bottom 2	18%	17%	18%	17%	17%
Top 2	22%	23%	20%	24%	19%
Bottom 2	28%	27%	30%	26%	31%
Top	14%	15%	13%	13%	14%

The group owned 3 or more insurance policies are potential customers

- Respondents having 3 or more insurance policies are more willing to buy the products
- However, they are less likely to think that celebrity advocacy is an effective advertising format in conveying messages



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

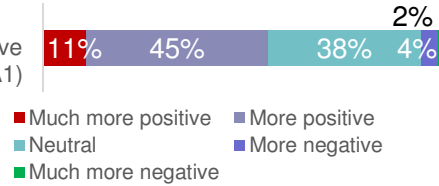
Manulife - web-isodes

Gender & Age

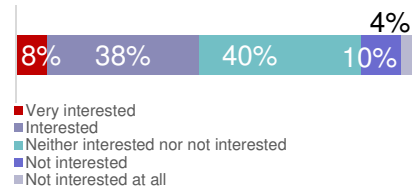
Household
Income & No.
of insurance
policy owned



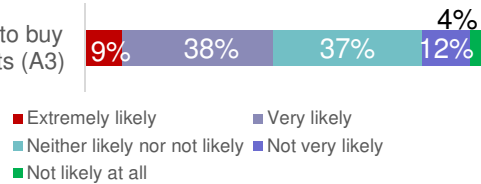
Feel more positive/ negative on the brand (A1)



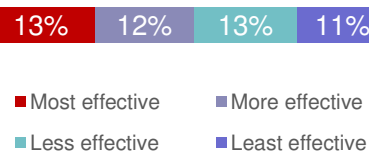
Interest in searching more products information (A2)



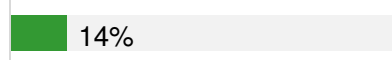
Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



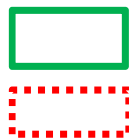
Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	56%	57%	55%	64%	50%	56%
Bottom 2	6%	7%	4%	8%	6%	3%
Top 2	46%	46%	45%	52%	42%	44%
Bottom 2	14%	16%	12%	16%	15%	11%
Top 2	47%	47%	46%	60%	39%	44%
Bottom 2	16%	16%	16%	14%	18%	15%
Top 2	26%	25%	27%	27%	27%	23%
Bottom 2	24%	25%	23%	23%	23%	27%
Top	14%	14%	14%	13%	15%	14%

The age group of 18-30 years old are highly attracted by the advertising format of web-isodes

- Manulife successfully draw the attention of the youngers aged group 18-30 years old
- They feel more positive towards Manulife and are more willing to search for product information as well as buy the products



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

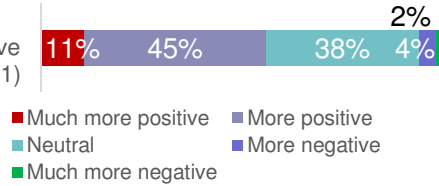
Manulife - webisodes

Gender & Age

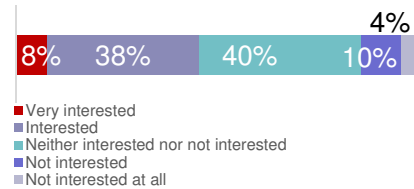
Household Income & No. of insurance policy owned



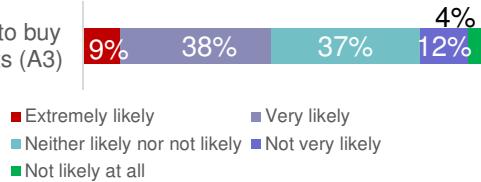
Feel more positive/ negative on the brand (A1)



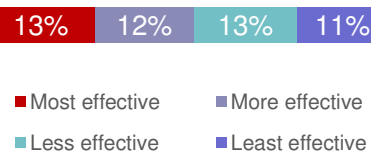
Interest in searching more products information (A2)



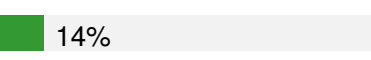
Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



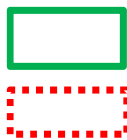
Advertising that like the most (A5)



	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	56%	54%	59%	48%	70%
Bottom 2	6%	5%	6%	7%	4%
Top 2	46%	41%	52%	43%	51%
Bottom 2	14%	16%	11%	16%	9%
Top 2	47%	44%	51%	40%	57%
Bottom 2	16%	18%	13%	18%	11%
Top 2	26%	25%	27%	24%	28%
Bottom 2	24%	25%	23%	26%	22%
Top	14%	13%	15%	14%	14%

The group with household income \$50,000 or above and owned 3 or more insurance policies are highly potential

- Respondents with 3 or more insurance policies owned feel significantly more positive towards Manulife and show higher tendency to buy the products
- Similarly, respondents with household income \$50,000 or above are much more willing to search/ receive product information as well as more likely to buy the products



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

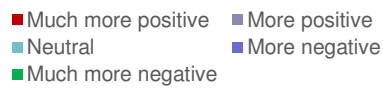
Bupa - product features

Gender & Age

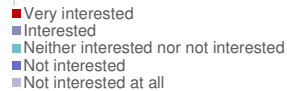
Household
Income & No.
of insurance
policy owned



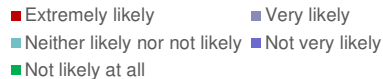
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	45%	40%	50%	43%	46%	45%
Bottom 2	4%	4%	4%	4%	5%	3%
Top 2	47%	46%	48%	46%	47%	48%
Bottom 2	13%	13%	13%	13%	14%	11%
Top 2	40%	39%	42%	41%	42%	37%
Bottom 2	14%	11%	17%	16%	14%	12%
Top 2	24%	22%	26%	18%	28%	25%
Bottom 2	26%	28%	24%	32%	22%	25%
Top	9%	8%	11%	10%	7%	12%

Female and the age group of 41-55 years old are potential customer

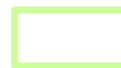
- Female respondents show stronger potential than the male ones across the survey
- The older respondents who aged 41-55 years old think the format of the advertisement is effective and they are more willing to search/ receive further product information
- Yet, they are less likely to buy the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

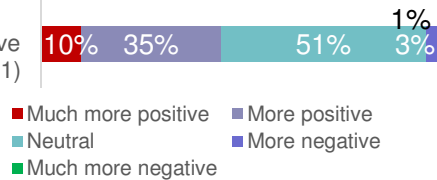
Bupa - product features

Gender & Age

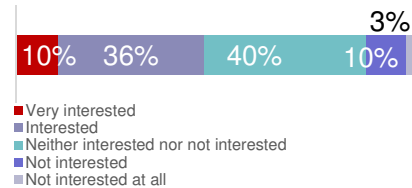
Household Income & No. of insurance policy owned



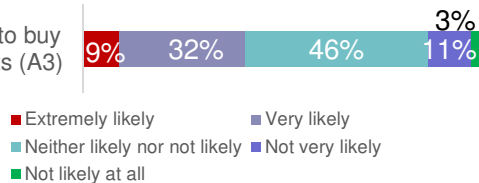
Feel more positive/ negative on the brand (A1)



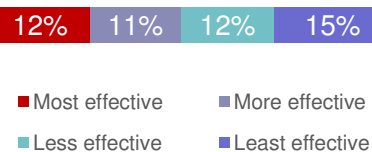
Interest in searching more products information (A2)



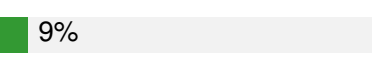
Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



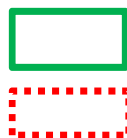
Advertising that like the most (A5)



	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	45%	38%	53%	45%	47%
Bottom 2	4%	3%	5%	4%	5%
Top 2	47%	41%	54%	46%	51%
Bottom 2	13%	14%	11%	10%	14%
Top 2	40%	33%	50%	42%	41%
Bottom 2	14%	14%	13%	12%	15%
Top 2	24%	22%	26%	24%	23%
Bottom 2	26%	28%	24%	26%	27%
Top	9%	8%	12%	11%	9%

The group with household income \$50,000 or above are highly potential

- They feel significantly much more positive towards Bupa and are much more willing to search/ receive product information as well as buy the products
- For respondents with 3 or more insurance policies owned, they feel slightly more positive about Bupa and are more willing to search for product information



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

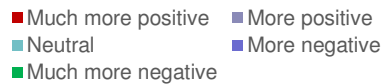
Cigna – product features

Gender & Age

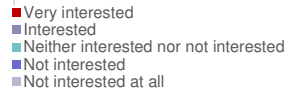
Household
Income & No.
of insurance
policy owned



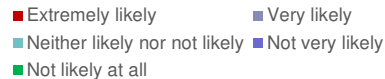
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	56%	56%	55%	49%	59%	59%
Bottom 2	1%	1%	1%	1%	1%	0%
Top 2	45%	45%	46%	48%	41%	47%
Bottom 2	10%	8%	11%	12%	9%	8%
Top 2	44%	42%	47%	48%	38%	48%
Bottom 2	14%	14%	14%	16%	10%	17%
Top 2	28%	28%	29%	30%	29%	26%
Bottom 2	22%	22%	21%	20%	21%	24%
Top	11%	11%	12%	11%	14%	8%

Female and the age group of 41-55 years old are potential customer

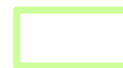
- Gender differences are minor towards Cigna's campaign, except that female show higher likelihood to buy the products
- The older respondents who aged 41-55 years old would feel more positive towards Cigna and are more willing to search/ receive further product information as well as to buy the products
- However, there are also relatively more of them less likely to buy the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

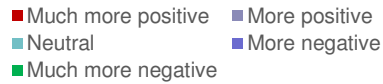
Cigna – product features

Gender & Age

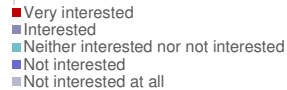
Household
Income & No.
of insurance
policy owned



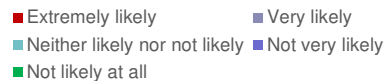
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	56%	51%	61%	59%	58%
Bottom 2	1%	1%	1%	1%	1%
Top 2	45%	41%	51%	47%	49%
Bottom 2	10%	12%	6%	9%	7%
Top 2	44%	43%	46%	46%	48%
Bottom 2	14%	14%	13%	11%	13%
Top 2	28%	29%	27%	30%	28%
Bottom 2	22%	21%	23%	20%	22%
Top	11%	13%	9%	12%	10%

The group with household income \$50,000 or above and owned 3 or more insurance policies are highly potential

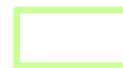
- They are much more willing to search/ receive product information as well as more likely to buy the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

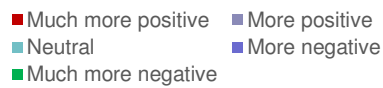
FWD – story-telling

Gender & Age

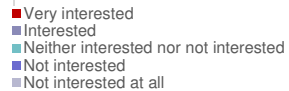
Household
Income & No.
of insurance
policy owned



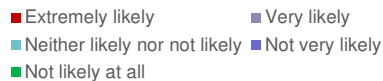
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



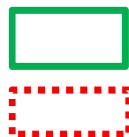
Advertising that like the most (A5)



	Total	Gender		Age		
	Total	Male	Female	18-30 yrs	31-40 yrs	41-55 yrs
Top 2	36%	38%	35%	30%	34%	47%
Bottom 2	5%	5%	6%	4%	8%	4%
Top 2	32%	34%	31%	33%	28%	37%
Bottom 2	25%	26%	24%	25%	26%	23%
Top 2	30%	32%	29%	37%	24%	31%
Bottom 2	24%	23%	26%	17%	28%	28%
Top 2	17%	19%	16%	20%	14%	17%
Bottom 2	33%	31%	34%	30%	36%	33%
Top	7%	7%	6%	6%	9%	5%

The age group of 41-55 years old are potential customer

- The older respondents aged 41-55 years old feel more positive towards FWD and are more willing to search/ receive further product information
- However, there are also relatively more of them less likely to buy the products



Significantly higher among sub-group comparison

Significantly lower among sub-group comparison



Higher among sub-group comparison

Lower among sub-group comparison

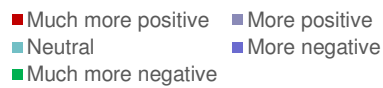
FWD – story-telling

Gender & Age

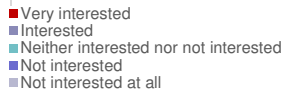
Household Income & No. of insurance policy owned



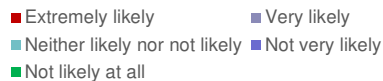
Feel more positive/ negative on the brand (A1)



Interest in searching more products information (A2)



Likelihood to buy the products (A3)



Effectiveness of the advertising format (A4)



Advertising that like the most (A5)



	Total	Household Income		No. of insurance policy owned	
	Total	Below \$50,000	\$50,000 or above	1-2	3 or more
Top 2	36%	33%	40%	37%	40%
Bottom 2	5%	4%	7%	7%	2%
Top 2	32%	29%	37%	34%	33%
Bottom 2	25%	29%	20%	23%	22%
Top 2	30%	26%	36%	31%	33%
Bottom 2	24%	27%	21%	20%	25%
Top 2	17%	18%	16%	16%	19%
Bottom 2	33%	32%	34%	34%	31%
Top	7%	7%	7%	7%	6%

The group with household income \$50,000 or above and owned 3 or more insurance policies are highly potential

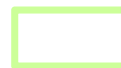
- They are much more positive towards FWD and are willing to buy the products
- Yet, there are also relatively more of those who owned 3 or more insurance policies less likely to buy the products



Significantly higher among sub-group comparison



Significantly lower among sub-group comparison



Higher among sub-group comparison



Lower among sub-group comparison

FINAL THOUGHTS

- **Elements of a successful advertisement**

1. Stay true and authentic
2. Make sure that the story/ content is relevant to your target audience
3. Keep it simple
4. Show empathy
5. Create/ Generate interest
6. Continue to focus on the customers and connect with them with an authentic message/ voice

THANK YOU!
