

# Digital toolkit for Advisers on AIA Vitality



November version 1



HEALTHIER, LONGER,  
BETTER LIVES

AIA Vitality

AIA Vitality is a game changer for the insurance industry and is a key proof point expanding your meaningful conversations with your customers. AIA Vitality is a science-backed health and wellbeing program that's well established and has helped millions of customers in more than 20 countries.

We're excited to bring you this AIA Vitality toolkit that contains tools and templates to help you educate your customers on AIA Vitality. These can be used on your own channels across website, blog, email and social media.

## How can AIA Vitality help your business?

### Changing the conversation

AIA Vitality provides you with the opportunity to strengthen your meaningful conversations with your clients. This will change the way you do business by:

- Enabling you to provide your clients with an engaging and rewarding insurance proposition
- Positioning your financial advice to focus on wellbeing along with the benefits and rewards of AIA Vitality
- Providing you with additional opportunities to speak with your clients about their progress on the program
- Providing you with additional referral opportunities from engaged AIA Vitality members
- Experience in overseas markets, including Australia, have consistently shown that engaged AIA Vitality members hold higher levels of cover and have significantly higher persistency rates
- You will earn initial and renewal commissions based on the underlying insurance premium before the AIA Vitality discount is applied. This is to create value alignment between you and your clients – we don't want your earnings to be reduced because you have encouraged your clients to engage with AIA Vitality.

### Toolkit of assets and templates

We have compiled a collection of resources to help you engage with your customers on all things AIA Vitality. These are for you to use on your own digital channels; website, blog, social media and email communications.

Here's what the toolkit includes:

- 1 Guidelines for AIA Vitality
- 2 Website copy: Short/long copy
- 3 Email templates
- 4 Images
- 5 Social Media
- 6 Useful websites and links

## How to use this toolkit

The copy and templates should be used in their entirety and not amended in any way. This toolkit is current as of November 2019.

**Logo Usage:** Due to the strict global licensing restrictions advisers cannot use the AIA Vitality logo unless in a template form e.g the email templates. If you have any questions about logos or branding please email [brandnz@aia.com](mailto:brandnz@aia.com)

### Top 3 things to remember when you are talking about AIA Vitality:

- 1 AIA must be always present before the words Vitality, AIA Vitality.
- 2 When referring to the AIA Vitality program, please spell program this way and not the British way programme.
- 3 AIA is referred to as a health and wellbeing program. Please do not refer to the program as a rewards or loyalty program.

Below is some short and long form copy to use on your website.

## AIA Vitality short copy

AIA Vitality is a science-backed health and wellbeing program that supports you every day to make healthy lifestyle choices. It helps you understand your current state of health, provides you with tools to start improving your health, and offers amazing rewards to keep you motivated along your journey.

AIA Vitality is available with any eligible AIA insurance policy.

Want to learn more about AIA Vitality reach me on XXXX

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## AIA Vitality longer copy

AIA Vitality protects what is most important to you. AIA Vitality is a science-backed health and wellbeing program that encourages you to live a healthier life. AIA Vitality can take you on a journey to better health, where you get to know your health, improve it and enjoy the rewards for doing so.

There are three parts to the AIA Vitality program:



### Know your health



### Improve your health



### Enjoy the rewards

**Know your health:** Knowing and understanding your health is the first step to improving it. Members can earn AIA Vitality points by completing a range of online and offline health assessments that help them understand their current health status.

**Improve your health:** Once you know the state of your health, AIA Vitality can enable you to improve it with access to discounted nutrition consultations, fitness devices, and personalised weekly workout goals. Earn AIA Vitality points and increase your status for things like tracking your exercise and taking preventative health measures.

**Enjoy the rewards:** When you sign up to AIA Vitality you receive an initial 10% premium discount on eligible AIA insurance policies. Your discount will be adjusted depending on your AIA Vitality Status and ongoing engagement with the program. In addition to premiums, customers can also enjoy savings with AIA Vitality health and lifestyle partners and by earning Active Benefit Rewards.

AIA Vitality is available with any eligible AIA Insurance policy.

Want to find out more – reach me on XXXX




Below are some email templates that can be downloaded and used to attract new business and engage with your customers. These templates are available to be used on outlook and Xplan. You may like to attach the customer brochure or some of the other resources on Adviser Resources.

## Download email templates

**AIA Vitality**

Dear [customer]

Are you aware that AIA Insurance has a new exciting health and wellbeing program called AIA Vitality? AIA Vitality, which is available with any eligible AIA insurance policy, will take you on a journey to better health, where you get to know your health, improve it and enjoy the rewards for doing so.



**So how does it work?**  
AIA Vitality members earn AIA Vitality points through a number of health and wellbeing related activities. These can include health and nutrition assessment, along with physical activity targets.

As an AIA Vitality member you start your journey on Bronze status. As you get healthier and earn more points you'll move from Bronze to Silver, Gold and finally to Platinum. The higher your status, the greater the rewards.

**Special launch offer for you!**  
To celebrate the launch of AIA Vitality in New Zealand and to welcome our first customers onto the program, we have a healthy introductory offer for you. Join AIA Vitality between now and 5 February 2020 and you will get the first 12 months of membership fee free. (Annual fee is \$138 including GST). [Click here for full terms and conditions.](#)

Convinced? Talk to me about AIA Vitality today.  
[Adviser email signature]

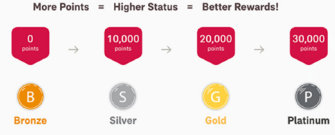
**AIA Vitality**

Dear [customer]




Did you know that AIA Vitality members earn AIA Vitality points through a number of health and wellbeing related activities. These can include health and nutrition assessment, along with physical activity targets.

As an AIA Vitality member you start your journey on Bronze status. As you complete health assessments and earn more points you'll move from Bronze to Silver, Gold and finally to Platinum.

**More Points = Higher Status = Better Rewards!**



Here are some of the amazing benefits and rewards that you can get with the AIA Vitality program.

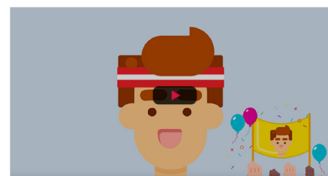
 Up to 50% off movie tickets <small>(limits apply)</small>	 Up to 25% off devices	 25% off devices
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**AIA Vitality**

Dear [customer]

As an AIA customer and someone that is interested in a healthy lifestyle I wanted to let you know about AIA's new health and wellbeing program AIA Vitality. AIA Vitality will take you on a journey to better health, where you get to know your health, improve it and enjoy the rewards for doing so.

**Check out this video to find out how AIA Vitality works:**



**With AIA Vitality you can get access to:**

- Free health checks
- Reduced premiums
- \$200 of Active Reward Benefits from [AIA Vitality partners](#)

As a new AIA Vitality member you start your journey on Bronze status. As you get healthier and earn more points you'll move from Bronze to Silver, Gold and finally to Platinum. The higher your status, the greater the rewards.

Customers who elect to join AIA Vitality will automatically receive an initial 10% premium discount on eligible risk and health policies. And if you join AIA Vitality from now until 5 February 2020 you will get the first 12 months of membership fee free. (Annual fee is \$138 including GST). [Click here for full terms and conditions.](#)

Convinced? Talk to me about AIA Vitality today.

### Acquisition – New Business

Target – acquiring a new customer. Focus on the 12 months fee free campaign (until 5 February 2020)

[Download](#)

### Acquisition – New Business

Target – acquiring a new customer. Focus on the rewards and benefits gained

[Download](#)

### Acquisition – Existing Business

Target – engaging an existing customer. Focus on adding AIA Vitality to their eligible existing policy

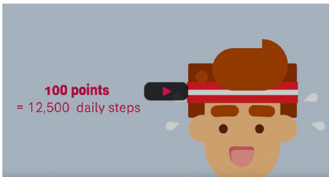
[Download](#)

**AIA Vitality**

Dear [customer]

Thank you for updating your policy and being part of AIA's new health and wellbeing program AIA Vitality. You have taken the first step to a healthier, better, longer life and I'm here to help you get the most out of this program.


Before you can access AIA Vitality you must first set up and activate your membership and sync your device. Watch this video below and check out the [member's first start guide here](#).



**100 points = 12,500 daily steps**

Still having trouble, you can also reach out to our AIA Vitality Support team. Drop us a line at [NZVitality@aia.com](mailto:NZVitality@aia.com) or call the team Monday to Friday, 9:00am to 6:00pm NZDT on 0800 242 888.

[Adviser email signature]

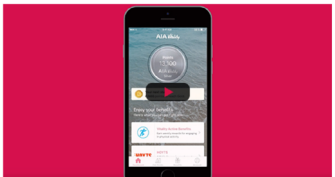


**AIA Vitality**

Dear [customer]

We all need a little extra motivation sometimes to get up and get active and that's what AIA Vitality Active Benefits is all about!

The easiest way to earn AIA Vitality points every day is by linking and syncing your fitness device or app. By doing so, you can earn up to 15,000 physical activity points per year (capped at 100 points per day).



We recommend starting with daily step targets – 50 points for 7,500 steps per day and 100 points for 12,500 steps. Other ways to earn points include:

- Exercising above a specific heart rate
- Burning a minimum amount of calories

You can earn up to \$260 in rewards per year through Active Benefits. Reach your personalised physical activity target each week and you'll get the choice between:

- 5 Airpoints Dollars™ loaded into your Airpoints member account
- \$ New World Dollars loaded onto your New World Clubcard
- A \$6 HOYTS, Harvey Norman or iTunes voucher
- A \$5 donation to the Mental Health Foundation of New Zealand or the Heart Foundation

Still have questions, get in touch today!

### Retention – Existing Business

Target – engaging an existing customer that has recently joined AIA Vitality, but who needs a push activating their membership

[Download](#)

### Retention – Existing Business

Target – engaging an existing customer that is on Bronze Status. Focus is talking about the Active Benefit Rewards

[Download](#)

Below are approved images with the AIA Vitality logo stamp which you're allowed to use on email, social media and other digital platforms. They come in a range of sizes, depending on the platform. Please click below the images to download the relevant size.

## Download images



- Instagram 1080 x 1080px
- Facebook 1200 x 628px, 940 x 799px
- LinkedIn 500 x 500 px
- Other 320 x 240px



- Instagram 1080 x 1080px
- Facebook 1200 x 628px, 940 x 799px
- LinkedIn 500 x 500 px
- Other 320 x 240px



- Instagram 1080 x 1080px
- Facebook 1200 x 628px, 940 x 799px
- LinkedIn 500 x 500 px
- Other 320 x 240px

**1 Know your health**  
Understand your health with specialised and comprehensive feedback.

**2 Improve your health**  
Get access to quit smoking programs and dietary advice.

**3 Enjoy the rewards**  
Your active lifestyle leads to amazing rewards, thanks to the top brands we've teamed up with.

**AIA Vitality**

- Facebook 1200 x 628px
- Other 320 x 240px



**AIA Vitality**

- Other 320 x 240px

When engaging with your customers on social media we suggest you use Facebook, LinkedIn and Instagram. Below is some suggested copy you could use.

### Suggested posts

AIA Vitality is a science-backed award-winning health and wellbeing program introduced by AIA. Start your journey to a healthier you today! Know your health, improve it and enjoy the rewards.

Get started today and improve your health and wellbeing with AIA Vitality: Enjoy discounts on Fitbit and Garmin fitness devices and JAGGAD performance apparel that can help you hit your personalised weekly physical activity targets.

Have you reached your weekly AIA Vitality physical activity target recently? Reward yourself weekly with a \$5 Active Benefit voucher for top brands or donate your reward to one of the partner foundations.

Stay on track with your health and wellbeing journey with AIA Vitality and enjoy the rewards along the way.

With AIA Vitality you can earn points for completing health checks (mental, physical, nutritional) and get extra points for good results. Enjoy discounted expert consultations and track your progress on the AIA Vitality App.

Living a healthier life doesn't have to be complicated or require you turning your life inside out. AIA Vitality – AIA's health and wellbeing program helps you take small steps to a healthier you.

AIA have a goal for New Zealand to be one of the most protected and healthiest nations in the world. With their science-backed health and wellbeing program AIA Vitality they are helping you take small steps to a healthier you.

### Hashtags

When posting on social media it's recommended you use hashtags to draw attention to your audience on the subject matter. It also increases your reach as people use hashtags to find information.

Here are a few rules:

- Put the # symbol directly in front of the word
- No spaces between words
- No punctuation
- No special characters

#### Some recommended hashtags for AIA and AIA Vitality

#aiavitalitynz #aianz #aiavitality #aia #healthierbetterlongerlives

Example hashtags to encourage Eat Well, Think Well, Move Well and Plan Well.

#eatwell #breakfast #foodlover #foodblogger #healthyfood #thinkwell #holidays #mindfulness #fitnessmotivation #gymlife #healthychoices #planwell #inspiration #journal #success #lifestyle

### Adviser Resources

There is a wide range of AIA Vitality materials on Adviser Resources.

Here are some of the key documents that you could attach to your email communications.

- [AIA Vitality Customer Brochure](#) – leave behind for customers summarising the program and rewards
- [Introduction to AIA Vitality](#) – an overview of the three pillars to AIA Vitality
- [AIA Vitality Points and Rewards](#) – A detailed overview of how members can earn AIA Vitality points
- [Member Fast Start Guide](#) – Step by step guide to activating AIA Vitality and to start earning points
- [Earning Physical Activity Points](#) – An outline on how AIA Vitality members can reach their weekly physical targets

### OneLife

OneLife gives you the tools to **move well, think well, eat well** and **plan well** to help take advantage of the one life you've got. There are lots of great articles and tips to lead a healthy life.

### AIA Vitality

- [Terms and Conditions](#)
- [Privacy Flyer](#) An overview of where AIA Vitality member's data goes
- [Campaign offer extension](#) This flyer outlines the campaign offers extending to 5 Feb 2020

### YouTube videos on AIA Vitality:

- [How it works](#)
- [How to sync your device](#)
- [How to use Active Benefit Rewards](#)

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## Contact

If you need more information, please get in touch with your Business Development Manager or phone the **Adviser Relationship Team** on **0800 768 287**

