



**The Philippine American Life and General Insurance Company**

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## MEDIA RELEASE



### **Philam Life’s ‘#RealLifeis’ online tilt shows different perspectives on real life; best entries to be featured in new ad campaign**

What better way to showcase Philam Life as the Real Life Company than to get inspiration, or better yet, the very materials to be featured in its newest ad campaign, from the everyday encounters of people from all walks of life?

The first-of-its kind digital initiative in the Philippines to feature user-generated content in an ad campaign, the recently concluded “#RealLifeis” online tilt, did just that – gather a treasure trove of photos and videos from the public representing what real life means to them. Participants simply had to add the hashtag #RealLifeis and tag @RealLifeisPH to their photos or videos and caption each submission.

In a short period of seven weeks, the online campaign was able to gather over 5,100 photo and video submissions featuring people’s different perspectives on what real life means. Of these, over 1,800 were selected as some of the bests and reposted on the RealLifeisPH Instagram account for a chance to be included in Philam Life’s upcoming Real Life Company advertising campaign on print and online media.

Jessica Abaya, Philam Life senior vice president and head of marketing, said, “Following our parent firm AIA’s new global brand positioning as the Real Life Company, the #RealLifeis Instagram campaign has provided a platform to further establish Philam



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Life as the company that understands and is committed to help generations of Filipinos to plan, protect and prepare for real life.

Through this social engagement, the public is able to capture on photo or video what real life truly is and what Filipinos value in life – such as the bonds formed between a parent and a child, a husband and a wife, among siblings and friends, the highs and lows of life's battles and victories, journeys and adventures, or one's dreams and opportunities, in a way that is genuine and real, not stylized or dramatized.

Abaya said, "This is just the first of Philam Life activities that are geared toward reinforcing the company's new brand proposition. We know that real life never stops changing, and that people need a partner who understands and supports them through life's challenges and opportunities. As the country's premier life insurer, we are committed to providing financial solutions and plans that turn our customers' real-life struggles into success, fears into peace of mind, and dreams into reality."

For more information, visit [www.instagram.com/RealLifeisPH](http://www.instagram.com/RealLifeisPH).

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### About Philam Life

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on June 21, 1947, Philam Life offers an extensive line of products in the industry that provides solutions to various financial needs including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance.

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

### About AIA

AIA Group Limited and its subsidiaries (collectively "AIA" or "the Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$147 billion as of 30 November 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including life insurance, accidental and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 28 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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