

How to promote AIA Vitality in your business

AIA Vitality makes it easier for Australians to enjoy healthier, happier lives.

You can promote AIA Vitality on social media, your website, brochures and at events. These AIA Vitality Adviser Marketing Guidelines provide you with language, images and logos that you can use without seeking approval from AIA Australia.

1. Language

When referring to AIA Vitality you must always use AIA Vitality, not just Vitality.

You can use the following language to promote AIA Vitality to new and existing clients. Please note it is subject to change as our program grows and evolves.



Health & Wellbeing for new clients:

You don't have to be a health expert to know that taking care of your health on a daily basis can increase both the length and quality of your life.

When you start making changes to improve your health and wellness, the benefits are immediate:

Feel Better

- Weight control
- Improved mood
- More energy
- Better sleep
- Less stress and anxiety
- Increased self confidence

Healthy changes to your lifestyle can have long-term and far-reaching benefits*:

Live longer

- Reduce your risk of cardiovascular disease
- Decrease your risk for type 2 diabetes
- Lower your risk of some cancers

*Centres for Disease Control and Prevention.
<http://www.cdc.gov/physicalactivity/basics/pa-health/index.htm>

Take control of your life, health and happiness by making the choice to live better each day.

Here's what you can do to start now:

Make a Change

- Eat an extra serve of vegetables
- Make a meal that includes legumes
- Book in for a health check
- Go for a walk
- Become a non-smoker
- Download a fitness app
- Dump the junk food.

Make up your own list of daily achievable goals and then discover how these can be incorporated into your life in the long term.



“ AIA Vitality for existing clients

AIA Vitality is a health and wellbeing program that gives you something back, just by having an eligible insurance policy. It incentivises healthier choices, rewards you now and safeguards you and your family into the future.

AIA Vitality has something to offer everyone, no matter where you are on your health and wellbeing journey.

There are immediate financial benefits that will save you money, and help you live a healthier life. Based on your AIA Vitality status you could access great rewards and savings including:

- Between 7.5% and 20% saving on your monthly insurance premium
- Up to \$650 worth of gift cards each year
- Up to 50% off gym memberships including Fitness First and Anytime Fitness
- Up to 25% off fitness devices including Fitbit and Garmin
- Up to 50% off HOYTS movie vouchers
- 10%–50% off flights

It's important to activate your account as soon as you can so that benefits and rewards will be available to you straight away. And remember, the more AIA Vitality points you earn, the more rewards and savings are unlocked to you. ”

2. Imagery

AIA Vitality imagery can only be used where it is part of the original marketing material (for example a brochure). You cannot alter, crop or change images from AIA Vitality material.

We have developed some infographics on health and wellness for your use:



12 hours
after you quit smoking,
almost all nicotine will
have left your system.

12 months
after giving up,
your risk of heart
disease declines sharply.

Source: Cancer Council Australia



Lowering body weight by 5-10%
improves obesity-related illnesses, such as a reduction in type 2 diabetes and cardiovascular risk factors, even if you remain in the overweight or obese range of BMI.

Source: Obesity Australia, Publications and Documents, "A Media Guide on How to Report Obesity"



Around 60% of Australian adults are overweight
with over 25% classified as obese.

Source: National Health and Medical Research Council

To access jpegs of the above infographics, please contact the Sales Support team.

3. Logos

AIA Logo

The AIA Vitality logo is available in RED or WHITE:



Your logo

If you would like to place your logo next to the AIA Vitality logo, please use the following format:



Your logo should be on the left of the AIA Vitality logo, and should be of equal size.



To access jpegs of the AIA Vitality logos, please contact the Sales Support team.

4. Colours

If you would like to include AIA Vitality colours on your material, please use the following palette:

AIA VITALITY PRIMARY COLOURS

	AIA RED	ORANGE	CITRUS	BRIGHT RED
Pantone	200C	166C	144C	185C
CMYK	C0 M100 Y63 K12	C0 M80 Y100 K0	C0 M50 Y100 K0	C2 M100 Y92 K0
RGB	R211 G17 B69	R241 G90 B34	R248 G152 B32	R234 G28 B45

AIA VITALITY SECONDARY COLOURS

	LIGHT GREY	COOL GREY 6	COOL GREY 9	COOL GREY 10
Pantone	Light Grey	Cool Grey 6	Cool Grey 9	Cool Grey 10
CMYK	K20	K30	K60	K80
RGB	R209 G211 B212	R187 G188 B190	R166 G118 B117	R88 G89 B91

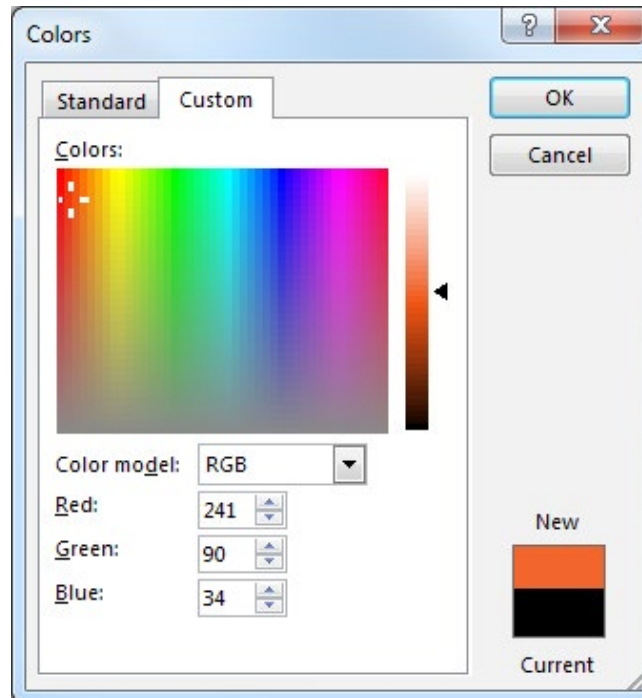
KEY:

Pantone and CMYK colours codes:

These are used by printers should you wish to professionally print any material, such as brochures or banners

RGB colour codes:

These colours are used in standard office computer programmes, such as Microsoft Word or Powerpoint



5. AIA Vitality Partners

AIA Vitality is a personalised and scientifically backed program that offers ongoing benefits and discounts with over 20 partners including gym memberships, entertainment, flights, fitness apparel and more.

If you would like to run a wellness day, or engage with one of our AIA Vitality partners, please contact your AIA Vitality Coach:

Sasha Carey

e: sasha.carey@aia.com

T +61 3 9009 4947

M +61 466 397 246

Outside of marketing material provided by AIA Australia, the use of partner logos is not permitted on any material unless approved by AIA Australia.

Commenting in AIA Vitality partners' social media pages is not permitted.

6. AIA Vitality VLife articles and content

AIA Australia publishes an AIA Vitality monthly e-newsletter, VLife. You can republish articles/information contained in VLife.

As we use a wide variety of sources to put together the newsletter, including paid journalists for the feature articles and interviews, if you do choose to republish any content, please follow the below steps:

1. Contact your AIA Vitality Coach in advance via email, including the name of the publication/newsletter and the expected date of publication (sasha.carey@aia.com)
2. The AIA Vitality logo and branding (if used) must not be altered, cropped or changed in any way
3. It is clearly indicated in the by-line that the article is being republished from "AIA Vitality – VLife <Edition details: #month#, #year#>"
4. Include at the bottom of the article "This article was originally published here <insert URL of the VLife article>"

7. AIA Vitality Playbooks

AIA Australia has produced a variety of marketing material for you to use, including brochures and flyers. These AIA Vitality Playbooks can be found on our Business Growth Hub, and are available for you to use without further approval. For example you can use the material on your website or social media, for your client newsletters or as part of a campaign.

(<http://www.aia.com.au/en/adviser/business-growth-hub/resource-library/aia-vitality.html>)

8. Disclaimers

When promoting AIA Vitality, an appropriate disclaimer should be included.

For material containing comprehensive information about AIA Vitality:

This is general information only without taking into account the circumstances of any individual. It is not intended as medical, health, financial or other advice. It is current as at the date of publication and may be subject to change. AIA Vitality is available with eligible products issued by AIA Australia. For full terms and conditions of AIA Vitality partners, benefits and rewards, and to view the AIA Vitality Terms and Conditions and Benefit Guides see aiavitality.com.au. Partner terms and conditions may also apply.

For material which references AIA Vitality but does not include detailed information:

AIA Vitality is available with eligible products issued by AIA Australia. For full terms and conditions of AIA Vitality partners, benefits and rewards, and to view the AIA Vitality Terms and Conditions and Benefit Guides see aiavitality.com.au. Partner terms and conditions may also apply.

9. Approval

If you would like to reference AIA Vitality outside of these guidelines, please contact your AIA Vitality Coach and allow 3 business days for feedback and/or approval.

AIA Vitality Coach:

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