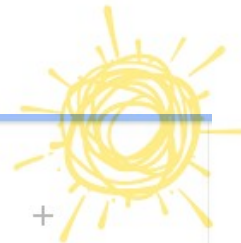




# U Life = Sun Life

Master Minds in Training



Life's brighter under the sun

Sun Life Financial

Financial services com...

AXA

Search term

AIA

Search term

FWD

Search term

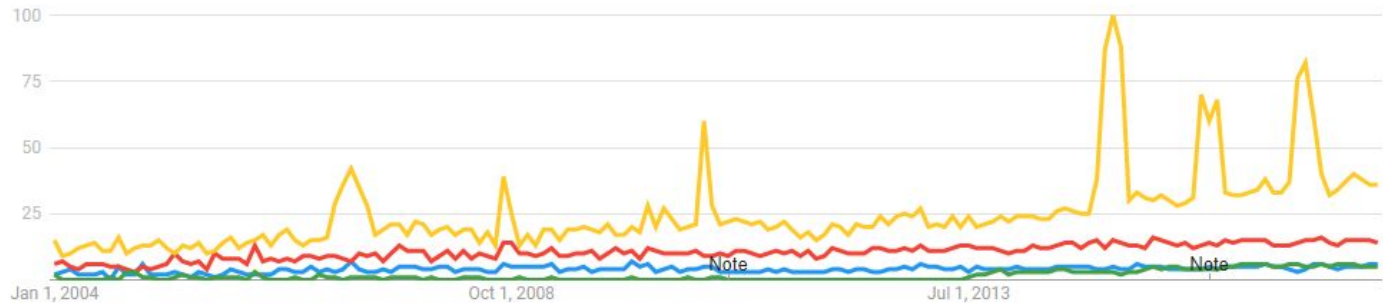
Hong Kong

2004 - present

All categories

Web Search

Interest over time



Jan 1, 2004

Oct 1, 2008

Jul 1, 2013

Note

Note

# SWOT Analysis

## Strength:

- Established 125 Year  
→ stable, trustworthy image

## Opportunities

- Huge potential clients
- New product
- New Image

## Weakness

- Weak exposure in the internet and public

## Threat

- Facing raising **competitors** (eg. FWD) targeting the same market (youth)



Life's brighter under the sun

# Main Target Audience

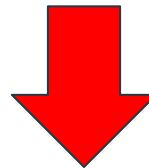
## Young adult

- Aged between 18-25, going to **graduate** and **start working** in the society.
- **Planning their future**
- **Having ability to pay.**
- **Easily affected by the peers and environment.**



Life's brighter under the sun

**Create a good first impression, environment and build up relationship**



**Huge profit**

## Objective



Life's brighter under the sun

# Sun Life = U Life

U Life { Youth Life  
Your Life  
University Life

1. To **bond** Sun Life with the **Young adult**
2. To create a life-long **exposure** to the public, especially to the youth generation  
→ Create image of Sun Life and Your Life is connected
3. To meet new demand of the **Young adult** in University / College

# Activities



Life's brighter under the sun

**Youth  
Life**

**Geocaching:  
A Novel Mobile App for Sun Life**

**Your  
Life**

**Establishing A New Financial Product: A  
“Free” Graduation Trip Plan**

**University  
Life**

**Video-filming: the 5 necessities in University**

# Geocaching APP



Life's brighter under the sun

What is Geocaching

- Geocaching is a high-tech treasure hunting activities
- Use GPS device(cell phone) to find the “treasure” called the Geocache
- Geocache would contain



# Why Geocaching?

- Hiking related activities as a potential marketing event
- Long-lasting, community-based event, and costless in long-term
- Sense of success → attracts people



Life's brighter under the sun





# Goal



- Makes Sun Life associated with geocaching
- Brings Youth Outdoors
  - Image of adventurous, bright, shiny, sporty and energetic
- Give an Image that Sun Life is credible
- Reduces Sun Life expected claim in the future and increase Sun Life competitiveness



# Use of Technology

- GPS (Global Positioning System)
- AR(Augmented Reality)
- Big Data Analytics
- AI (Artificial Intelligence)



Life's brighter under the sun



# How/Process to implement?



Life's brighter under the sun

1. **DeMvelop a mobile app or cooperate with currently existed international Geocaching app**
2. **Setup and maintain missions for participants to increase awareness**
3. **Increase awareness of Sun Life together with Geocaching**

# "Free" Graduation Trip



Life's brighter under the sun

Contribution scheme at same amount every month

Fulfillment the needs of the tertiary students

Establishment for the youth market products

# Video Filmming

## The 5 necessities in University



Life's brighter under the sun

**Target audience:** Undergraduate student

Common sense of **five things**

- Hostel living
- Joining clubs and societies
- Dating
- Doing part-time job
- Studying

**Connected with different products**

- Personal accident insurance
- Endowment Plans
- Investment
- MPF

# Video Filmming

## The 5 necessities in University



Life's brighter under the sun

### Main Characters

KOL (Key Opinion Leader)  
youtuber

### Distrabution

Facebook,  
Youtube ad,  
Twitch Tv ad  
etc.

# Video Filmming

## The 5 necessities in University



Life's brighter under the sun

Video slogan: No Problem

+

=

# Draw attention

Common sense of five things

+

Video Filmming