

# Kicking off the year with a 'YAY'

AIA's new campaign empowers Malaysians to make positive lifestyle changes in 2021

TO SAY that 2020 was a tough year might be a bit of an understatement. The multiple lockdowns, economic uncertainty and distance from our loved ones created challenges that were far beyond our imagination.

And yet, it did not stop Malaysians from celebrating the positives in life and the little victories along the way. Be it picking up new hobbies and skills or finding new and creative ways to adapt to the new norm, Malaysians (in true *boleh* spirit) are doing their best to find the silver lining in every storm.

This forms the premise of AIA's new campaign which celebrates the eternal optimism of Malaysians from all walks of life while understanding the inherent desire of many for a better tomorrow.

Simply and aptly called "YAY", the campaign goes beyond the idea of just embracing positivity, by taking a deeper look into one's physical and financial health with the end goal of motivating Malaysians towards living Healthier, Longer, Better Lives.

As part of the insurer's commitment to empower a holistic lifestyle that is more than just eating right and exercising, the YAY campaign kicks off its year-long initiatives with a free financial health check for all Malaysians.

Understanding that financial security is an important step going into 2021, the uniquely tailored AIA Financial Health Check, which was previously only accessible by



"With YAY, we aim to empower Malaysians to make small but powerful lifestyle changes through our unique health programme, AIA Vitality," said Heng.

customers, is now available for everyone on [www.aia.com.my/en/index.html](http://www.aia.com.my/en/index.html)

Through this assessment, Malaysians can have a better understanding of their current protection coverage and needs, which in turn helps them to make informed financial decisions for themselves.

Additionally, upon completion of the financial health check, they will

also stand a chance to take part in a lucky draw with prizes worth up to RM100,000 to be won. The lucky draw promotion closes on Feb 28.

On the motivation behind YAY, AIA Bhd chief marketing officer Heng Zee Wang said: "The Covid-19 pandemic and its long-term effects over the past year have undoubtedly impacted Malaysians in many ways.

"As we enter a new year, we

want to start it on the right note together with our fellow Malaysians, standing by them and encouraging them to look ahead to better times – fuelled with hope and optimism.

"With YAY, we also aim to empower Malaysians to make small but powerful lifestyle changes through our unique health programme, AIA Vitality.

"We're set to enhance this pro-

gramme with even more rewarding benefits this year which will ensure that our customers will be on track to live Healthier, Longer, Better Lives in 2021 and beyond," he added.

Keep an eye out for more YAY-tastic initiatives coming your way – and for more info on the AIA YAY Campaign, visit [www.aia.com.my](http://www.aia.com.my)

As a leading insurer operating in Malaysia since 1948, AIA Bhd offers a suite of financial solutions including protection, health, personal accident, employee benefits, general insurance, mortgage, retirement and family takaful products.

AIA Bhd has a wide and diverse distribution footprint which comprises a 15,000-strong Life Planner force, its exclusive bank partner's branches nationwide as well as corporate sales teams and brokers.

As part of the AIA Group – the largest independent publicly listed pan-Asian life insurance group – AIA Bhd has the financial strength, experience, service centre network and a well-trained team of more than 2,600 employees to serve its 3.6 million customers nationwide.

As at 30 June 2020, AIA Bhd's total asset worth was RM57.45bil, with a paid-up capital of RM810mil.

AIA is a bronze winner in the Banking, Investment and Insurance category of the Putra Brand Awards 2020.