



New 30” AXA “Children’s Education” TVC to launch on April 10!

(April 10, 2007, Hong Kong): Tuesday, April 10, 2007 saw the launch of AXA’s brand new Asia Pacific Children’s Education TVC on Hong Kong terrestrial TV. Co-ordinated by AXA Asia Pacific Holdings Ltd. (“AXA APH”), the TVC has been made following close collaboration between AXA country offices in Hong Kong, Mainland China, Malaysia, Philippines, Singapore, India, Indonesia and Thailand.

Extensive research has shown that consumers in all 8 countries share common insights regarding their children’s education. The ultimate feedback derived from the research shows: “I truly believe that my children possess certain talents and, as a parent, I wish to give them the support they need to fully achieve their future potential.”

The initial idea for the new TVC was born at AXA APH’s quarterly Chief Marketing Officer (“CMO”) forum. Most participants at the event agreed that the majority of Asian parents believed that education was very important and wanted their kids to receive more education than they themselves had.

During the brainstorming period, AXA APH and its advertising and research agencies tested 3 potential concepts among many different Asian ethnic groups. Typical targets among these focus groups included middle class married couples aged between 35 and 55. When the findings were examined, they underlined the fact that all consumers including Indians, Malays, Chinese-speaking and Chinese-English-speaking Asians placed a high value on their children’s education. Ultimately, almost every parent surveyed believed that knowledge will offer their child a definite edge in the world’s increasingly competitive job markets.

The extensive research also highlighted parents’ growing concerns about steadily rising education fees. This is especially true of parents who wish to

send their children abroad to study. Such a step invariably means parents will have to start saving as early as possible in order to secure the necessary funds for an overseas education. The most on-strategy and on-message of the 3 creative concepts researched will subsequently be broadcast in all 8 Asian markets in different phases.

The final concept chosen once again leverages the “Whatever what your plan is, you can be confident that AXA will help you bring it to life” strategy AXA has been using since last year. The ultimate promise is that while AXA believes “life is an unpredictable journey. While we cannot plan for life, we can plan how we live it”. Last year’s AXA TVC was based upon the company’s understanding of consumer’s desire for Early Retirement. In using Asian parents’ dream of a better education for their children, AXA is once again demonstrating how it can help bring people’s dreams to life.

As in the “Early Retirement” TVC, “Children’s Education” uses a fun and believable format to emphasise AXA’s approachability and professionalism. “Early Retirement” has proved to be very popular with consumers, not only helping to cement AXA’s brand image, but also earning a place in the finals of Asian Television Ltd’s 13th Most Popular Television Commercial Contest.

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