

## **Great Eastern Life Named Brand Of The Year**

Great Eastern Life Clinches Five Awards at Loyalty & Engagement Awards, Including Brand of the Year

Great Eastern Life was the biggest winner at Marketing Magazine's Loyalty & Engagement Awards held last night. It clinched five awards including the prestigious overall Brand of the Year Award. Its other four awards were for: Best Engagement Strategy for a Female Audience, Best Use of Experiential/Live Marketing, Loyalty Programme of the Year and Best Use of Social/Mobile.

Commented Colin Chan, Chief Marketing Officer, Great Eastern Life, "This is a great honour for the entire Great Eastern family and I would like to thank the panel of judges for this wonderful recognition. Customer engagement has always been a top priority for us. To us, while customer satisfaction is key, customer loyalty is priceless. Which is why in the last two years, we have ramped up and further honed our strategies to engage our customers more proactively. We introduced our Live Great Programme, the first integrated health and wellness programme in the industry and scaled up our Great Eastern Women's Run, which annually attracts 15,000 participants making it the largest women-only run in Asia. Mindful that today's customers expect quick response and are digitally savvy, we invested significant resources to build our social media capabilities to better engage our different customer segments."

"I am delighted that our work has borne good fruit. These awards are indeed a strong affirmation and validation of our customer engagement efforts. These wins will spur us in our customer engagement journey and inspire us to continue to deliver a truly unique and excellent customer experience each time, every time."

### **Best Use of Experiential/Live Marketing (Gold)**

Through the Live Great Programme, Great Eastern Life reaches out to its customers by offering on-the-ground engagement year round with a rich calendar of events that appeal to the different market segments, allowing customers to directly engage with the company.

One such event is its signature Great Eastern Women's Run specifically targeting the female customer, a key segment for the company. Lead up fringe activities were also held several months prior to the Run as part of the efforts for better engagement. Great Eastern Life was the title sponsor for Health & You, the largest health exhibition in Singapore. Over 100,000 attended the exhibition in which Great Eastern had a strong presence with its Live Great booth which showcased its health and wellness offerings. Regular health seminars were held year-round for customers to help them in their Live Great journey.

### **Best Use of Social/Mobile (Gold)**

Great Eastern is one of the industry leaders in digital media space. It has effectively harnessed the various social media tools, including Facebook, YouTube, Twitter and Pinterest to successfully build brand awareness and customer retention. Its social media initiatives are anchored on the company's Live Great Programme.

It has garnered over 100,000 likes for its Facebook pages and over 750,000 views for its YouTube channel which showcase the latest innovations, tips and benefits of the Live Great Programme.

Its innovative Live Great-Health and Wellness App, the first of its kind in the region by an insurance company, helps customers turn to better lifestyle habits and stay motivated.

### **Loyalty Programme of the Year (Silver)**

To help customers address their concerns about rising medical costs, Great Eastern introduced its Live Great Programme to proactively help and reward customers for living healthier, better and longer. The Programme is the first integrated health and wellness programme in the industry. Daily engagement with customers is through five key pillars - wellness tools, health tips, mobile apps, workshops & events and exclusive privileges through the Live Great card. The Programme has not only empowered them in their Live Great journey but at the same time has enabled the company to proactively engage its customers and have regular conversations with them. This has resulted in a more positive association with the company and increased brand loyalty.

## **Best Engagement Strategy for a Female Audience (Silver)**

Great Eastern recognises that an increasing number of women in Singapore are the decision makers in the family. A comprehensive engagement strategy for this key segment was developed to create a competitive advantage for the company.

Special programmes included the twice yearly Live Great Women Series of Seminars where renowned speakers share on women-related issues as well as its annual Great Eastern Women's Run. On occasions such as Mother's Day, its female customers receive e-greeting cards and special health and wellness privileges and offers from its Live Great partners.

### **About Great Eastern**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.0 billion in assets and around 4.0 million policyholders, it has three successful distribution channels - a tied agency force, bancassurance and a financial advisory firm, Great Eastern Financial Advisers. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's since 2010, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 470 branches and representative offices in 15 countries and territories, including about 350 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For media inquiries, please contact:

Tan Seck Geok  
Head, Group Corporate Communications  
Tel: + (65) 6248 2215  
email: [tanseckgeok@greateasternlife.com](mailto:tanseckgeok@greateasternlife.com)

Claudia Soh  
Head, Group Strategies & Investor Relations  
Tel: + (65) 6248 1940  
email: [claudiasohwy@greateasternlife.com](mailto:claudiasohwy@greateasternlife.com)