

## Well Link Life Unveils ‘Link to the World for Freedom of Wealth’ Corporate Brand Marketing Campaign

*Multi-faceted Campaign Introduces Insurer’s Innovative Solutions as Bridges to Financial Freedom, Linking Different Generations*

**Hong Kong, September 9, 2019** – Well Link Life Insurance Company Limited (“Well Link Life”), today announced its first corporate brand marketing campaign, ‘Link to the World for Freedom of Wealth’. The campaign will reach millions across Hong Kong through a television commercial (TVC), programme sponsorship, bus and MTR ads, social media networks and more.

The campaign features the themes of family love and inter-generational connectedness with a heart-warming story designed to appeal to viewers of all ages. Instead of a focus on the importance of insurance in unfortunate and unforeseen events, Well Link Life’s campaign illustrates how insurance can be a positive force for brighter futures and more fulfilled lives.

Mr Thomas Lee, Chief Executive Officer, Well Link Life Insurance Company Limited, said, “The ‘Link to the World for Freedom of Wealth’ campaign aims at showing how the insurance solutions have been thoughtfully developed to help customers achieve the freedom to live the life of their dreams. We offer our customers innovative solutions that not only meet their needs but achieve the ultimate goal of bridging to a brighter future.”

The TVC, to be launched on Monday, 9 September on TVB Jade, tells the story of a father and son who run a family business in the fishery industry. One day, the son tells his father of his desire to embark on an aggressive expansion of the business, but lack of funds makes it impossible. The father decides to give his son his Well Link Life insurance policies which enable him to get the financial support he needs to achieve his dream. The TVC illustrates how Well Link Life’s various financial planning services and protection solutions bring myriad benefits to the customers and their family members.

Besides serving as a bridge to a brighter future, Well Link Life insurance policies also serve as a bridge connecting the father and son. As the family business grows, it passes on through generations, strengthening the bonds of family.

Lee added, “Well Link Life is deeply rooted in Hong Kong, and the community here is our family. This campaign reflects our commitment to serving our customers by responding to their needs at different stages of life and helping them achieve their goals and aspirations. We hope to take the

Well Link Life Insurance Company Limited 立橋人壽保險有限公司

16/F, Cityplaza One, 1111 King’s Road, Taikoo Shing, Hong Kong

香港太古城英皇道1111號太古城中心一座16樓

🌐: [www.wli.com.hk](http://www.wli.com.hk) ☎: +852 2830 7533

Customer Service Hotline 客戶服務熱線: +852 2830 7500

Claims Hotline 理賠熱線: +852 2830 7600

A member of Well Link Insurance Group Holdings Limited 立橋保險集團控股有限公司成員

city forward, reinforcing community bonds while we build a better future together for the Hong Kong economy and community”

Apart from the TVC, to be broadcast at prime time on TVB Jade in September, the campaign comprises MTR ads in major high traffic stations in downtown areas, as well as Bus ads from October 2019 onwards.

Well Link Life Insurance TVC can be previewed in the hyperlink below:

<https://www.youtube.com/watch?v=FJdAvvXioH0>

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### **About Well Link Life**

Well Link Life Insurance Company Limited (“Well Link Life”) is a wholly-owned subsidiary of Well Link Insurance Group Holdings Limited (“Well Link Insurance Group”). The Group’s other subsidiary, Well Link General Insurance Company Limited (“Well Link General Insurance”), provides general insurance products and services to individual and commercial customers in Hong Kong.

In April 2019, Well Link Life was authorised by the Hong Kong Insurance Authority to operate long-term insurance business in Hong Kong. Rooted in Hong Kong, Well Link Life will actively develop innovative savings and life protection insurance products to meet customers’ ever-changing needs. These solutions are supported by excellent customer services, advanced technology, enhanced sales processes and after-sales support to help customers achieve happier and more fulfilling lives.

### **Media Enquiry**

Well Link Life Insurance Company Limited

David Chau  
9388 4997  
[sc.chau@wli.com.hk](mailto:sc.chau@wli.com.hk)

Acky Yau  
2830 7571  
[acky.yau@wli.com.hk](mailto:acky.yau@wli.com.hk)