

Stepworks

YFLife
萬通保險

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Own the future

yflife.com

Breathing new life into insurance

YF Life – Brand development

YF Life – Brand development

Acquisition offers opportunity for a new start

YF Life is a fintech-driven life insurance firm. YF Life is part of the Yunfeng Financial Group, founded and chaired by Jack Ma of Alibaba Group, the world's largest retailer and e-commerce company.

Yunfeng Financial Group acquired MassMutual Asia, the APAC branch of global insurance firm MassMutual, to build their bold vision for insurance and investing. Introducing their tech-focused offering to customers, the public, and the original team required an approach that would make the change a promising, exciting opportunity for everyone.

For the transition from MMA to YF Life, Stepworks engineered a strategy and identity system to align their offering with multiple audiences.

Value created

Reassured stakeholders – YF Life's motivational positioning phrase, Own the future, helped multiple audiences get behind the change in business direction and embrace the unknown with confidence.

Manageable simplicity – YF Life's logo inspired a simple, flexible identity system, which was quickly applied to YF Life's materials within the short transition period.

Promising positioning – The new brand accurately reflected the daring ambitions of the firm, differentiating their offering in a parity market.

Branding

Advisory
Identity
Logo
Story
Strategy
Systems



▶ Founder and chairman of the Yunfeng Financial Group Jack Ma attended YF Life's brand launch event as one of its key officers

▶ YF Life's design language reflects its enthusiastic positioning phrase. Its design language based on rising triangles convey progress and optimism

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▶ The new brand quickly and easily translates to YF Life's numerous communication touchpoints

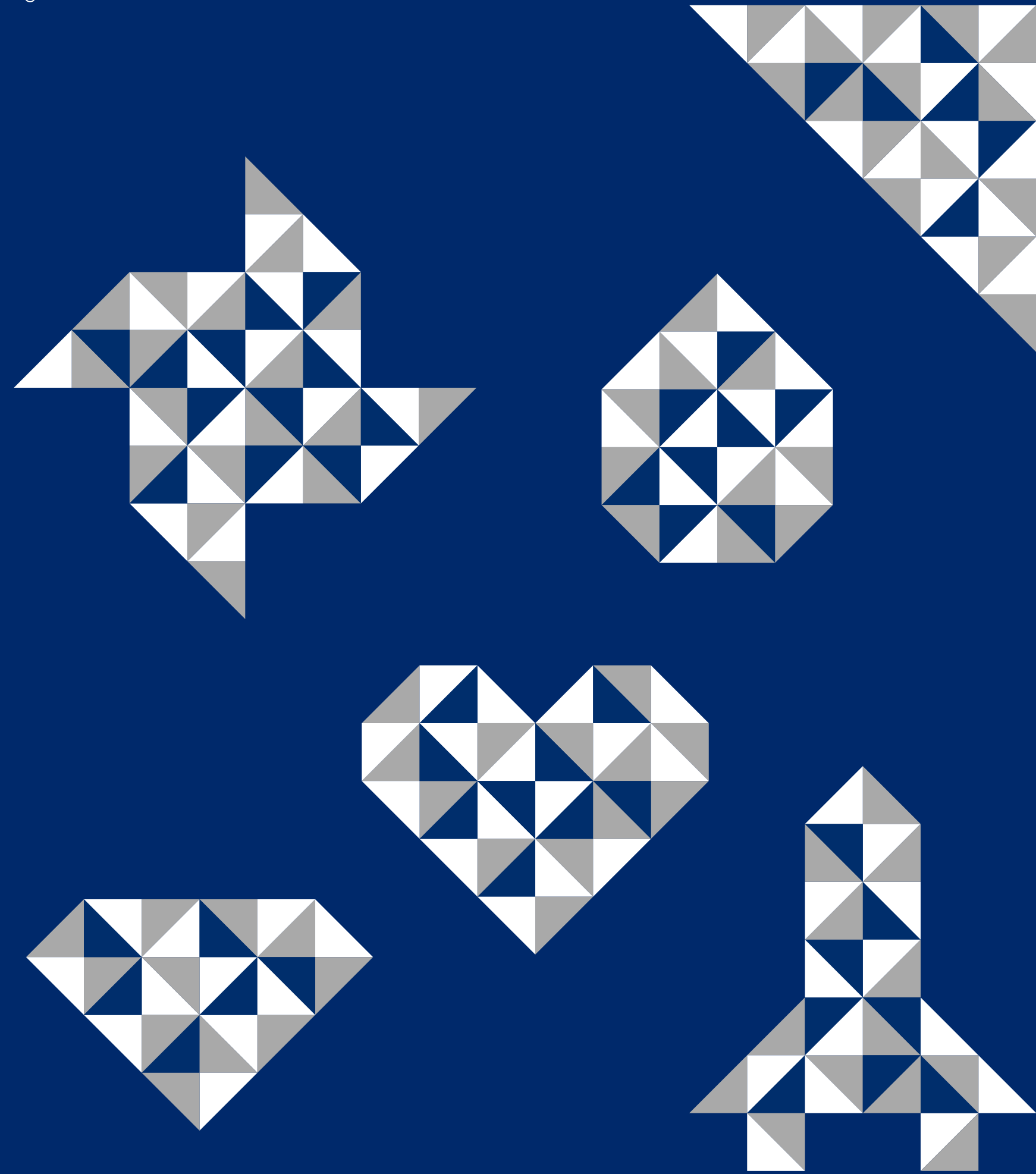


- ▶ YF Life's positioning phrase conveys many positive attributes – independence, resilience, opportunity – and was embraced by multiple audiences

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▶ Supporting graphics were created from a series of triangles which help make YF Life's design language more recognisable



YF Life – Brand communications development

Giving insurance a valuable edge

Hong Kong is a market saturated with insurance brands. YF Life's new brand had to make sense to audiences, both internal and external, in a way that instilled confidence, clarity and understanding.

To support and explain the change in direction to its audiences, YF Life published an official brand story. This was shared internally and later released on its website to accompany its launch. Central to the reframing of perceptions was the brand's positioning phrase, Own the future, which had to capture multiple meanings that would resonate with the brand's various different audiences.

One of YF Life's most important touchpoints, its sales brochures, were changed to reflect the revised brand strategy. A down-to-earth tone of voice, simplified infographics and consistent design helped make insurance feel empowering for customers.

Value created

Internal buy-in – Acquisitions aren't easy to accept. The incumbent team needed to feel confident and optimistic about the new order. The brand story was carefully written to be relevant to the team's existing cultural values and motivate them to get behind the change.

Deeper meaning – A simple, powerful message helped many people relate to the new direction. It resonated with their personal values. This helped audiences connect with what the firm envisioned for the category.

Clarified point of view – Part of expressing the brand strategy involves defining the tone and manner of a brand. A friendlier, less-intimidating approach to insurance helps to differentiate YF Life's offering.

Communications
Corporate
Employer branding

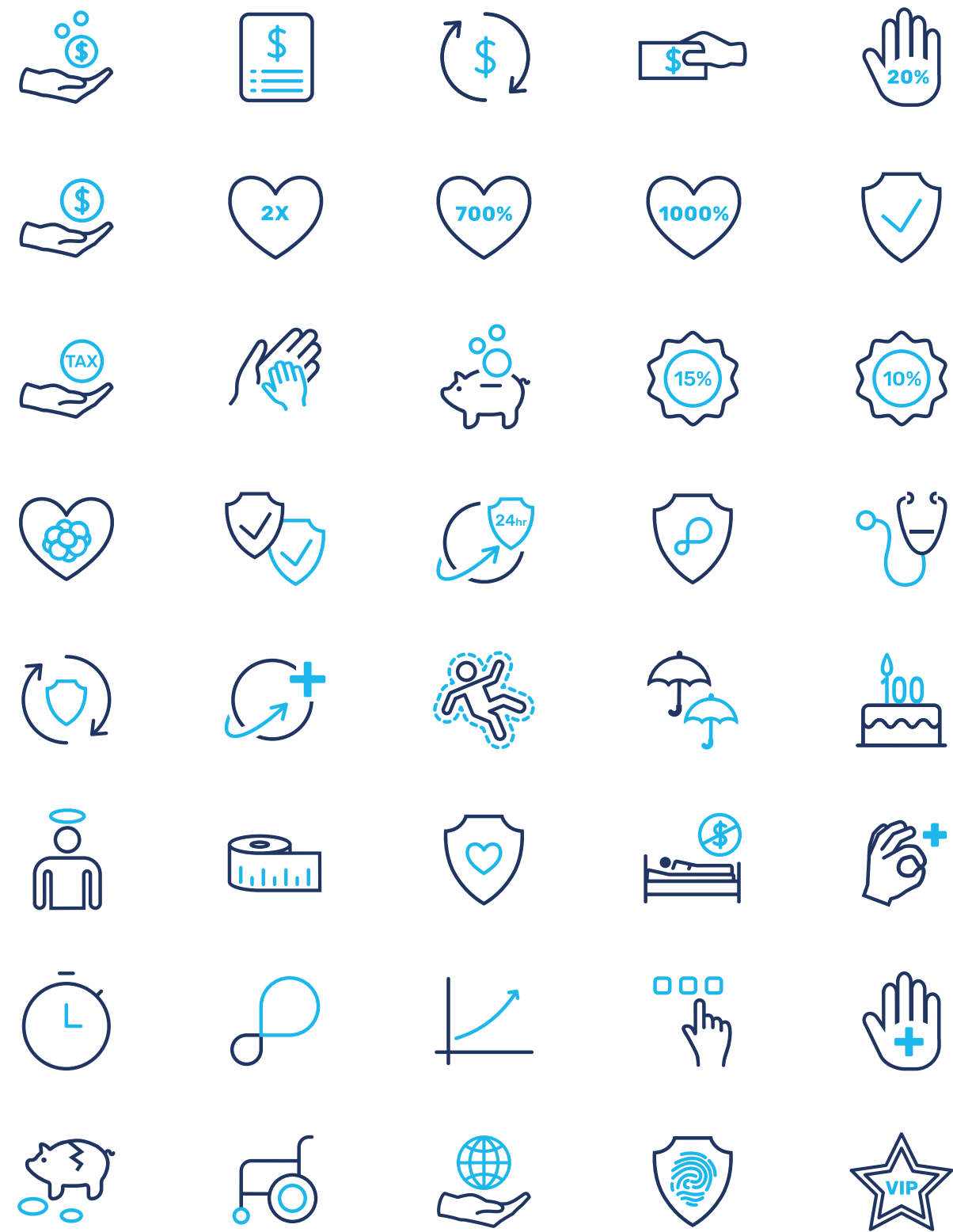




► Stepworks led the photoshoot for one of YF Life's key visuals featuring Hong Kong sports celebrity Rex Tso



► YF Life used a simplified design language across its brochures, such as supporting graphics and iconography, to enhance readability



► Easy to understand copywriting, graphics and brand consistency made YF Life's sales brochures clearer and more engaging



"I find YF Life's brochures a lot easier to understand than most insurance companies."

Ms Han, YF Life customer

► A distinctive colour palette helped to further differentiate YF Life's numerous insurance products

| 人壽 Life |

首選靈活萬用壽險計劃
FLEXI-ULife Prime Saver
FP

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W 2018
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| 意外 Accident |

意外保百分百保費回贈計劃
Refundable Accident Protector
RAP

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| 儲蓄及退休 Save and Retire |

富饒傳承儲蓄計劃
Infinity Saver
IS

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萬通信託

| 強聯會 MPF |

萬全強制性公積金計劃
MASS Mandatory Provident
Fund Scheme

你的強聯會專家 Your MPF Specialist

| 自願醫療 VHIS |

「稅」優惠醫療計劃
TaxVantage Medical Plan
TVM

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| 嚴重疾病 Critical Illness |

首選健康多重保
PrimeHealth Extra Saver
PHE

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| 退休 Retire |

萬通終身年金
MY Lifetime Annuity
MLA

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萬通保險 - 同樣最佳獎

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| 強聯會 MPF |

萬全強制性公積金計劃
僱員自選安排
MASS Mandatory Provident Fund Scheme
Employee Choice Arrangement

你的強聯會專家 Your MPF Specialist

