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# **Manulife Singapore Optimizes Campaign Reach with Multimedia News Release**

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PR Newswire

# The Client

Manulife Financial Corporation (Manulife) is a leading international financial services group that provides financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. The listed company had more than 34,000 employees, over 82,000 agents, and thousands of distribution partners, serving almost 28 million customers at the end of 2018. Manulife had over S\$1.1 trillion in assets under management and administration as of June 30, 2019.

# The Challenge

Manulife Singapore launched its first game-orientated campaign, Manulife Vault Game in October 2019. Instead of the conventional approach to insurance marketing, the engaging month-long campaign pitted the memory skills of participants in a thrilling online game. The end goal? To win a Manulife retirement plan that is worth S\$250,000 at a grand finale play-off. The financial services company turned to PR Newswire to help boost media visibility and coverage of this campaign.

One key message of the Manulife Vault Game campaign is that people, especially young adults, need a game plan for retirement.

Having an interesting campaign concept is not enough. It is also vital to ensure that the key message is targeted to the relevant media and audiences. The question was how to amplify campaign awareness and media coverage in order to increase participation of the game?



## PR Newswire enables Manulife Singapore to

- Expand media coverage on the Manulife Vault Campaign
- Maximise the campaign's multimedia assets through a Multimedia News Release
- Make informed decisions and communicate more strategically

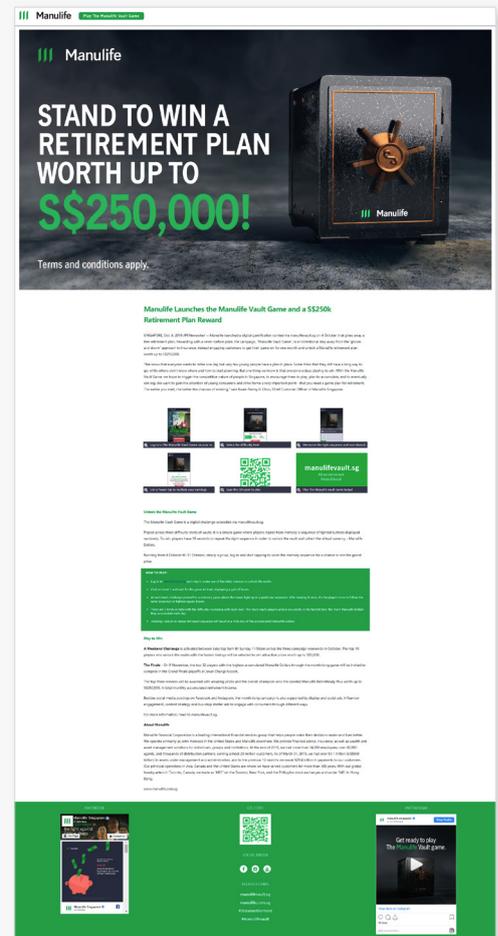
# The Solution

To match the digital-forward nature of the campaign, Manulife Singapore distributed [its first Multimedia News Release \(MNR\)](#). The release seamlessly incorporated the Manulife Vault Game's eye-catching graphics and animated videos into an interactive landing page that was also equipped with Manulife's social media widgets, QR code, and a call to action button that drove traffic to the online game.

Cheryl Lim, Vice President and Head of Branding, Communications and Sponsorships, Manulife Singapore said: "Having an MNR helps to optimise campaigns that have varying formats of communications by housing them in one landing page that is sent to the right media. A traditional press release might not have the capability to showcase different formats as well as an MNR."

Through delivering the MNR to prominent online media outlets in the region, the digital footprint of the campaign was expanded.

Lim added: "On top of our media touchpoints, PR Newswire's centralised and targeted media platform was valuable to us. The fact that key media outlets opted in for such real-time news updates from PR Newswire proved the importance of such a platform to them."



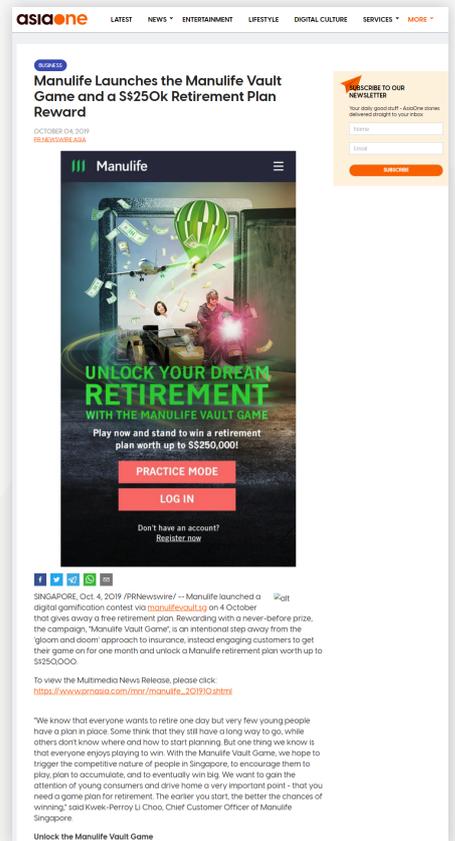
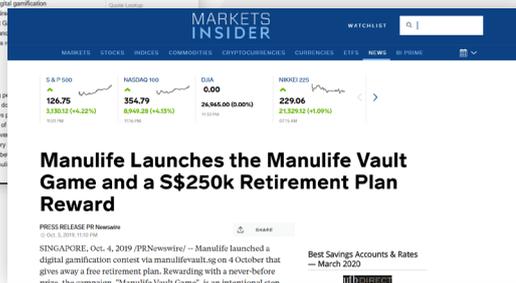
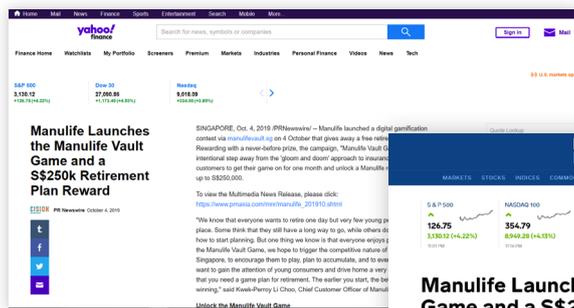
\* Multimedia News Release of Manulife Vault Game

# The Results

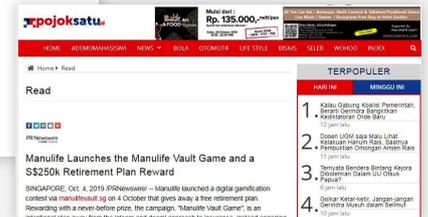
Through using PR Newswire's services, Manulife Singapore was able to:

- ✓ Distribute the release to **4,500+ journalists and influencers** from targeted industries, such as Advertising/Marketing, Finance/Investment and Entertainment in Singapore.
- ✓ Widen media coverage; the news picked up by **70+ media outlets** in APAC, including AsiaOne, Yahoo Finance and Markets Insider.
- ✓ Gain **40,000+ impressions**.
- ✓ Receive **20,000+ views** on PR Newswire and partner websites.

- ✓ Capture the attention of readers with an average of close to **1.5 minutes spent on viewing the MNR.**
- ✓ Attract new audiences through PR Newswire's **online syndication network** and media partners, which expand the reach of the news in APAC.
- ✓ Evaluate communications results via PR Newswire's **Comprehensive Report** - a robust reporting tool that shows exactly where the story was featured online.



\* News of the Manulife Vault Game was picked up by more than 70 online media outlets in APAC, including AsiaOne, Markets Insider, Pojoksatu.id, The Saigon Times and Yahoo Finance.



“PR Newswire’s services complemented our efforts to reach out to the relevant media with its wide range of on-boarded media outlets. Without this service, some media outlets might not have been accessible to us.”

– Cheryl Lim, Vice President and Head of Branding, Communications and Sponsorships, Manulife Singapore

