



Persatuan Insurans Hayat Malaysia
Life Insurance Association of Malaysia



FREQUENTLY ASKED QUESTIONS (FAQ) #BUKANEXTRA CAMPAIGN

1. What is the #BUKANEXTRA campaign?

It is a consumer awareness program on social media created by the Life Insurance Association of Malaysia (LIAM), supported by 16 life insurance companies to educate Malaysians on the importance of life insurance protection.

2. What are the objectives of #BUKANEXTRA campaign?

1. To generate awareness and educate consumers on the importance of life insurance protection;
2. To encourage financial planning among the younger generation and to create a sense of urgency to act early;
3. To bring the insurance industry closer to the younger generation and demystify life insurance through social media engagements.

3. What is the key message behind #BUKANEXTRA campaign?

The concept of 'extra' is based on Malaysians' love for overly-dramatic scenarios in everyday life. The key message is that life can be pretty 'extra' sometimes, but life insurance is not; it is a necessity.

4. What are the touch points of #BUKANEXTRA campaign?

- i. Awareness
 - a. A microsite (www.bukanextra.com) will host the campaign and contest information, and share educational information on life insurance.
 - b. Contest shoutout by selected key opinion leaders (KOLs)/ influencers on their social media accounts.
 - c. Supporting social postings on LIAM Facebook and Instagram pages.
- ii. Engagement
 - a. An interactive game in the microsite allows visitors to create their own drama using very 'extra' scenarios from the campaign video.
 - b. A public contest will be held on Instagram using Instagram Story as the method of submission.

- c. Exclusive sets of #BUKANEXTRA stickers on Instagram Story (search for 'bukanextra' under the GIF section).

5. Who are the target audiences for #BUKANEXTRA campaign?

Millennials, single professionals, the newly-married and young families with access to social media, age ranging from 18 to 40 years old.

6. How long is the #BUKANEXTRA campaign?

The campaign commences on 9 September 2020 and ends on 6 October 2020.

7. How to join the #BUKANEXTRA contest?

- **Step 1:** Follow LIAM's Instagram page, @LIAMalaysia and set your account to 'public';
- **Step 2:** Instastory your super-duper extra expression (about anything);
- **Step 3:** Decorate your story with #BUKANEXTRA campaign stickers (available under the GIF section);
- **Step 4:** Hashtag #IniExtra #LifeInsuranceBukanExtra and tag @LIAMalaysia;
- **Step 5:** Post your Instagram Story, and keep submitting more for a better chance to win!

8. What are the #BUKANEXTRA contest prizes?

There are two categories:

- a. For the Public:
 - i. Grand Prize – RM2,000 Touch 'n Go eWallet credits and a feature in the final #BUKANEXTRA campaign video
 - ii. Consolation Prizes – RM1,000 x 6 Touch 'n Go eWallet credits
- b. For Staff and Agents:
 - i. Grand Prize – RM2,000 Touch 'n Go eWallet credits
 - ii. Consolation Prizes – RM1,000 x 6 Touch 'n Go eWallet credits

9. Who can join the contest?

This contest is open to all Malaysian citizens above 18 years old with an Instagram account. Staff and agents of LIAM member companies are also eligible to participate in the contest.

10. Where can I find out more about the contest?

Visit the #BUKANEXTRA microsite at www.bukanextra.com

11. When will the winners be announced?

Winner announcement will be posted on LIAM's Facebook and Instagram pages after the contest has ended.

12. About LIAM.

Formed in 1974, the Life Insurance Association of Malaysia (LIAM) is a trade association registered under the Societies Act 1966. LIAM has a total of 16 members, of which 14 are life insurance companies and two (2) are life reinsurance companies.

LIAM's objectives are to promote a progressive life insurance industry; to enhance the public's understanding and appreciation for life insurance; to upgrade the image and professionalism of the life insurance industry; and to support the regulatory authorities in developing a strong industry.

13. Who are the LIAM Members?

LIAM has a total of 16 members, of which 14 are life insurance companies as listed below:

- AIA Bhd.
- Allianz Life Insurance Malaysia Berhad
- AmMetLife Insurance Berhad
- AXA AFFIN Life Insurance Berhad
- Etiqa Life Insurance Berhad
- Gibraltar BSN Life Berhad
- Great Eastern Life Assurance (Malaysia) Berhad
- Hong Leong Assurance Berhad
- Manulife Insurance Berhad
- MCIS Insurance Berhad
- Prudential Assurance Malaysia Berhad
- Sun Life Malaysia Assurance Berhad
- Tokio Marine Life Insurance Malaysia Bhd.
- Zurich Life Insurance Malaysia Berhad

The other two (2) life reinsurance companies are as follows:

- Hannover Rueck SE, Malaysian Branch
- Malaysian Life Reinsurance Group Berhad