



Persatuan Insurans Hayat Malaysia
Life Insurance Association of Malaysia



FREQUENTLY ASKED QUESTIONS (FAQ) #BUKANEXTRA 2.0 CAMPAIGN

1. What is the #BUKANEXTRA 2.0 campaign?

The **#BUKANEXTRA 2.0** is the second campaign following the successful launch of the first campaign - **#BUKANEXTRA** on 9 September 2020. Created by the Life Insurance Association of Malaysia (LIAM), the campaign is supported by 16 life insurance companies to educate Malaysians on the importance of life insurance protection.

2. What are the objectives of #BUKANEXTRA 2.0 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 2.0 campaign?

The elements of all things that Malaysians do (with a touch of humour, of course!) are featured in three video series to educate users that accidents can happen anytime, anywhere, and unexpectedly.

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

- i. Awareness
 - a. Three Videos of #BUKANEXTRA with the Malaysian elements (with a touch of humour, of course!) to educate users that accidents can happen anytime, anywhere, and unexpectedly—especially with how EXTRA we are these days.
 - b. A microsite (www.bukanextra.com) will host the campaign and contest information, and share educational information on life insurance.
- ii. Engagement
 - a. An interactive infotainment on the microsite (www.bukanextra.com) allows visitors to play the game and follow Liam's adventure to find out why life insurance #BukanExtra

- b. A contest giveaway offering prizes worth RM8,000 for visitors to participate via the infotainment
- c. Contest shoutout by key opinion leaders (KOLs)/ influencers on their social media accounts on campaign and giveaway.
- d. Social postings on LIAM Facebook and Instagram pages.

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 2.0 campaign?

The campaign commences on 27 August 2021 and ends on 5 October 2021.

7. How to join the #BUKANEXTRA 2.0 giveaway?

- Step 1: Log on to www.bukanextra.com and follow Liam's journey to find out why Life Insurance #BUKANEXTRA
- Step 2: Play the 'Finding Lili' on the microsite;
- Step 3: Submit your answer and keep submitting more for a better chance to win!;
- Step 4: Follow LIAM's Facebook and Instagram page, @LIAMalaysia for more updates on the #BUKANEXTRA 2.0

8. What are the #BUKANEXTRA 2.0 giveaway prizes?

40 winners to be selected to win RM200 Touch n Go e-wallet credits.

9. Who can join the contest?

This contest is open to all Malaysian citizens above 18 years old. 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 2.0 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.