

Press Release

For Immediate Release

December 12, 2022

Manulife Philippines wins at Marketing Excellence Awards for insights-based integrated marketing

Manila, Philippines — Manulife Philippines is delighted to announce that it won a Bronze Award at the local Marketing Excellence Awards 2022 for the integrated marketing campaign centered on its research study: [“Know Your Ys and Zs: A Closer Look at the Financial and Mental Well-Being of Filipino Millennials and Gen Zs in the time of COVID-19.”](#)

Marketing Excellence Awards Philippines is organized by Marketing Interactive Magazine, Asia's leading source of advertising, marketing, and media news, which recognizes exceptional campaigns and talent. The *Know Your Ys and Zs* study won in the Excellence in Data-Driven Marketing & Consumer Insights category.

“Through our campaigns, we hope to empower more Filipinos to secure their financial future,” said Melissa Henson, Chief Marketing Officer, Manulife Philippines. “This recognition inspires us to amplify our efforts to help address the evolving protection needs of Filipinos as we strive to make every day better for our customers.”

The pandemic heightened Filipinos' concerns about health, well-being, and finances, especially among younger generations, based on the *Know Your Ys and Zs* study. The sentiments and behavior of Filipino Millennials and Gen Zs have helped Manulife innovate its offerings to help address consumer needs through tailored insurance and investment solutions.

Manulife's financial literacy program [Peso Smart](#) was also named as a Finalist in the Excellence in the Corporate Social Responsibility category at this year's awards.

The 2021 Financial Inclusion Survey of the *Bangko Sentral ng Pilipinas*¹ found that only 2% of Filipinos can correctly answer basic financial literacy questions. Manulife has evolved *Peso Smart* to reach beyond its initial beneficiaries, who were grade school students from public schools, by partnering with different organizations to bring financial skills and knowledge to university students and out-of-school youth, as well as teachers, principals, and the children's parents.

Most recently, *Peso Smart* was also brought to female heads of households from marginalized communities in Quezon City and Sagada, Mountain Province. Manulife's *Peso Smart* is also one



of the main drivers of Manulife's [Impact Agenda](#) in the Philippines, which aims to promote inclusive economic opportunities, empower health and well-being, and accelerate a sustainable future.

¹ 2021 BSP Financial Inclusion Survey,
<https://www.bsp.gov.ph/Inclusive%20Finance/Financial%20Inclusion%20Reports%20and%20Publications/2021/2021FISToplineReport.pdf>

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About Manulife Philippines

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the country's leading life insurance companies. Manulife Philippines is a wholly owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website manulife.com.ph and following them on Facebook (facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifeph).

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2021, we had more than 38,000 employees, over 119,000 agents, and thousands of distribution partners, serving over 33 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com.

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