

**For Immediate Release
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Manulife wins six awards for advertising and activation efforts

Makati City, Philippines – Manulife Philippines has received six awards from Spikes Asia, Boomerang, and ICE for its digital videos and activation efforts.

Manulife digital videos “Stand Up” and “Best Friends” were lauded at the Boomerang and Spikes Asia awards. These videos, which were launched to coincide with Manulife’s 110th anniversary in the Philippines, celebrate the relationships that serve as the backbone of Manulife’s business in the country.

Meanwhile, the *Manulife Brews* office activation was recognized at the 2017 ICE Awards. The activation was held at ten different business locations within Makati, Pasig, and Quezon City where Manulife offered office workers free cups of coffee and pastries in pop-up coffee shops to visitors who could also learn about the company’s products and services.

“As we celebrate 110 years of starting stories and moving lives in the Philippines, we endeavor to be where our customers are, both on and offline. We are honored to have been recognized by Spikes Asia, Boomerang, and ICE for our efforts to bring our brand and products closer to the Filipino customer,” said Melissa Henson, SVP & Chief Marketing Officer of Manulife Philippines.

Boomerang Awards

Now on its tenth year, the Boomerang Awards recognizes innovation that delivers results, furthering the cause of excellence in digital marketing and advertising.

Manulife Philippines’ digital video “Stand Up” and “Best Friends” received the gold, silver, and bronze awards in different categories. “Stand Up” won the gold medal for Digital Craft (Sound and Visual Excellence), silver for Best Digital Campaign for Banking/Finance category, and bronze for the Effectiveness category. Meanwhile, “Best Friends” won the bronze award for the Digital Craft (Sound and Visual Excellence) category.

“Stand Up” tells the story of a standup comic born to a family of licensed professionals. While he was different from his siblings, the protagonist was able to pursue his dreams through the support of his father. Based on the lead actor’s true story, this film highlights the importance of having someone who believes in your dreams. It trended the day it was launched on the Manulife Philippines Facebook page. “Best Friends,” on the other hand, shows the importance of having someone who will stand by your side in both good and challenging times.

Spikes Asia

Manulife Philippines also won the bronze medal for “Stand Up” in the film category in Spikes Asia. Spikes Asia is the region’s most prestigious awards body for creative communications. The award is given to entries that demonstrated brilliant brand storytelling intended for a screen. It was judged by leading global creative practitioners.

ICE Awards

The ICE Awards recognizes great and exemplary works of all Media Specialists Association of the Philippines (MSAP) members in media thinking and communication, inspiring all media practitioners to pursue excellence and uphold integrity of work all the times. Manulife Philippines received the bronze award in the Best Activation category for its “Manulife Brews” office activation. The Best Activation award is given to entries that resulted to sales or inquiries from direct customer engagements.

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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 leading life insurance companies in the country. 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 www.manulife.com.ph and following them on Facebook (www.facebook.com/ManulifePH), Twitter (@ManulifePH), and Instagram (@manulifeph).

About Manulife

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate primarily as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. As of September 30, 2017, we had over \$1 trillion (US\$806 billion) in assets under management and administration, and in the previous 12 months we made \$27.1 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

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