

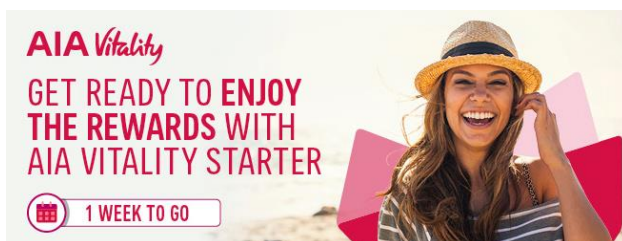
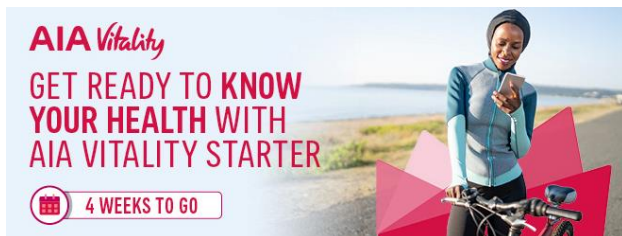
JULY 2024

AIA VITALITY FOR CORPORATES

EMPLOYEE COMMUNICATIONS - EMAIL TEMPLATES

	What	Who	Key Message
1	Pre-launch comms: Teaser Email Template	Employer to Employees	Something is coming
2	Pre-launch comms: Announcement & Opt-out Email Template	Employer to Employees	What to expect and when + opt out opportunity
3	Launch comms: Look out for your activation email Template	Employer to Employees	AIA Vitality is here – see your email from AIA Vitality and activate your membership
4	Post Launch Comms: Reminder to Activate Email Template	Employer to Employees	Reminder to activate + reminder of program benefits
5	Post Launch: Senior Leaders Email Template	Senior Leader to their Team (Employees)	Reminder to activate + personal experience
6	AIA Vitality Webinar Meeting Invite Email Template	Employer to Employees	Let's get started + AIA Vitality Webinar
7	AIA Vitality Champs Employee Recruitment Email Template	Employer to Employees	We need you

INCLUDE DIGITAL BANNERS IN YOUR COMMS TO BUILD EXCITEMENT ABOUT THE LAUNCH AND DRIVE ONGOING ENGAGEMENT WITH THE PROGRAM.

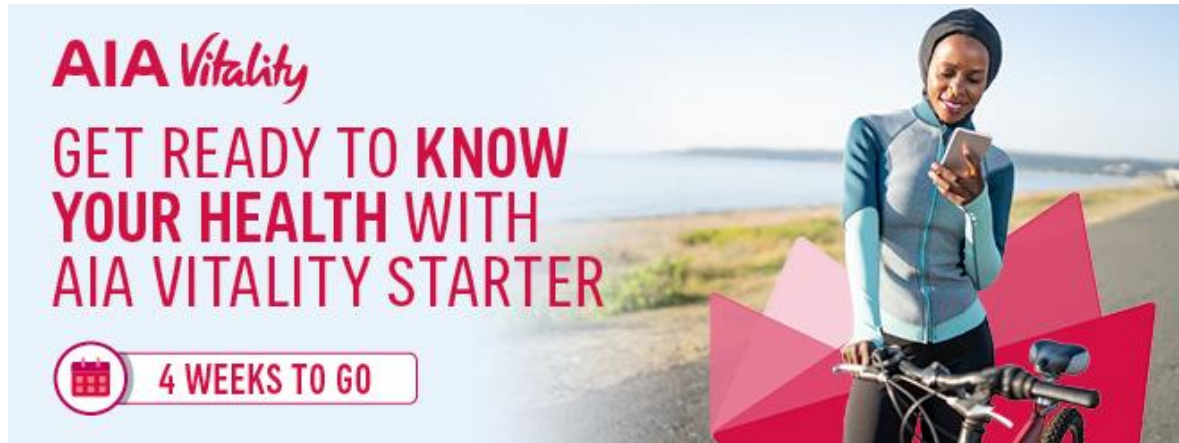


1. Pre-launch employee email template 1: TEASER

Subject line: <Name>, something exciting is coming...

Pre-header: Get ready to know your health, improve your health, and get rewarded!

Body copy:



Hi <Employee name>,

Our exciting health and wellbeing journey is starting soon!

Get ready to know your health, improve your health and get rewarded with AIA Vitality Starter!

What is AIA Vitality Starter?

AIA Vitality Starter is a personalised, science-backed health and wellbeing program that supports you every day to make healthier choices. For the first time, we are offering access to the program to all eligible team members to encourage better health and wellbeing within our organisation.

AIA Vitality Starter will help boost our productivity, reduce stress levels, and encourage us to come together as a team.

Get active and get rewarded

As part of the program, you'll not only improve your health and wellbeing, and connect with colleagues, but you'll also earn points to redeem great rewards – like cashback on eligible flights, and discounts on gym memberships, fitness devices, and more.

Watch this space!

Stay tuned for more information in the coming weeks. Until then, if you have any questions, feel free to email <HR Manager> on <email address> or visit aiavitality.com.au

Sincerely,

<Employer Name>

2. Pre-launch employee email template 2: ANNOUNCEMENT & OPT OUT

Subject line: <Name>, AIA Vitality is just around the corner!

Pre-header: Get ready to know your health, improve your health, and get rewarded!

Body copy:



Hi <Employee Name>,

Your exciting health and wellbeing journey begins this <Start Month>, thanks to <Employer Name> and AIA Vitality.

As a free benefit to all employees, AIA Vitality Starter will help you learn about your health and improve your fitness, while earning great rewards.

What is AIA Vitality Starter?

AIA Vitality Starter is a personalised, science-backed health and wellbeing program that supports you every day to make healthier choices. It helps you understand the current state of your health, provides tools to improve it, and offers great incentives to keep you motivated on your journey. These include lifestyle rewards and savings on your everyday expenses.

[Learn more](#) *(link to intranet with AIA Vitality program content)*

Benefits of AIA Vitality Starter

AIA Vitality Starter helps you **know your health** through a series of free health assessments relating to nutrition, exercise, and mental health which are developed by medical and health professionals.

You will also access incentives that help you **improve your health**, including:

- 30% off gym memberships
- up to 25% off selected Garmin fitness devices
- up to \$260 each year in Active Benefits – a \$5 weekly voucher encouraging you to stay active

Plus, the more engaged you are, the **greater your rewards**, including:

- up to 30% cashback on eligible Virgin Australia flights booked via the AIA Vitality app.

Already an AIA Vitality member?

If you already have an AIA Vitality membership, please let us know by **<insert date>**. We'll pass your details on to AIA Vitality to ensure the two memberships are connected. It's important to connect the two memberships so that you retain your current AIA Vitality status and benefits and receive the AIA Vitality related policy discounts you're already entitled to.

Need some help?

If you have any questions, or would prefer to opt out of this employee benefit, please email **<HR Manager>** on **<email address>**.

Stay tuned for more information in the coming weeks.

Sincerely,

<Employer Name>

Read the AIA data privacy terms here: [aia-vitality-terms-conditions.pdf](#)

3. Launch employee email template 3: LOOK OUT FOR YOUR ACTIVATION EMAIL FROM AIA VITALITY

Subject line: <Name>, AIA Vitality is here!

Pre-header: Look out for your activation email.

Body copy:



Hi <Employee Name>,

Your exciting health and wellbeing journey with AIA Vitality is starting!

You'll receive your activation email today and soon be on your way to knowing your health, improving your health, and enjoying great rewards with AIA Vitality Starter.

Activate your membership today

Look out for your AIA Vitality Starter activation email in your inbox. Once you receive it, follow the prompts to activate your membership. You'll also need to download the AIA Vitality app to start engaging in the program.



What is AIA Vitality Starter?

AIA Vitality Starter is a personalised, science-backed health and wellbeing program that supports you every day to make healthier choices. It helps you understand the current state of your health, provides tools to improve it, and offers great rewards and benefits to keep you motivated on your journey, including:

- 30% off gym memberships
- up to 25% off selected Garmin fitness devices
- up to \$260 each year in Active Benefits – a \$5 weekly voucher encouraging you to stay active

- up to 30% cashback on eligible Virgin Australia flights booked via the AIA Vitality app.
- 100% off Allen Carr's Easyway to Quit Smoking

[Learn more](#) *(link to intranet with AIA Vitality program content)*

Sincerely,

<Employer Name>

Read the AIA data privacy terms here: [aia-vitality-terms-conditions.pdf](#)

4. Post Launch employee email template 4: REMINDER TO ACTIVATE

Subject line: <Name>, activate your AIA Vitality membership today!

Pre-header: Join <000> of your colleagues are already on their health and wellbeing journey.

Body copy:



Hi <Employee Name>,

Did you know that <000> of your colleagues have already activated their AIA Vitality membership?

Don't miss out on the great benefits and rewards you could be earning simply for getting to know and improving your health, including:

- 30% off gym memberships with Virgin Active, Fitness First and Goodlife
- up to 25% off selected Garmin fitness devices
- up to \$260 each year in Active Benefits – a \$5 weekly voucher encouraging you to stay active
- up to 30% cashback on eligible Virgin Australia flights booked via the AIA Vitality app.

[Learn more](#) *(link to intranet with AIA Vitality program content)*

Activate your membership today!

Find your AIA Vitality activation email in your inbox and follow the prompts to activate your membership. You'll also need to download the AIA Vitality app.



Need some help?

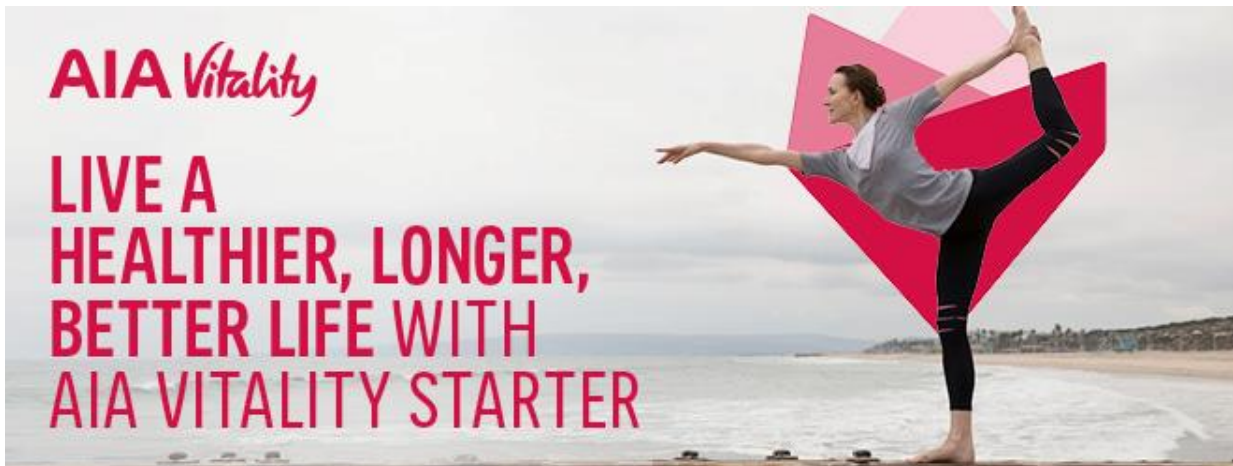
If you have any questions, or would prefer to opt out of this employee benefit, please email <HR Manager> on <email address>.

Sincerely,

<Contact Name>

Read the AIA data privacy terms here: [aia-vitality-terms-conditions.pdf](#)

5. Post Launch employee email template 5: SENIOR LEADER ENCOURAGEMENT



Hi team,

As you may have heard, <Company Name> has recently partnered with AIA and is providing AIA Vitality Starter memberships to all employees for free. To make the most of this opportunity, and to improve your team's mental and physical wellbeing, we're hoping that, as senior leaders, you'll champion this program and encourage your teams to get onboard and engage with the program too.

One way you can contribute to achieving this goal is to reach out to your team with your personal experience using AIA Vitality. As a leader, many employees will respect and act on your advice, so this is a fantastic opportunity to use your voice and encourage them get started with the program, and experience the positive results themselves.

Below is an example testimonial sent by a senior leader to their direct team:

Hi team,

I hope you are all well and having a great week.

This is just a quick email to share something I am very excited about. Last week I became an AIA Vitality member! If I am honest, I did put off activating my membership for a while as I thought it would take too much time. However, after a little nudge by <name> I gave it a go. I used the link in the activation email and entered my details, which easily gave me full access to the AIA Vitality Starter program. After quickly downloading and setting up the AIA Vitality Australia app (which only took 2 minutes), I tried a few quick online assessments. These assessments were genuinely informative, and gave me something to think about...

Once I finished these assessments, I had earned 5,000 AIA Vitality points. I played around, linked my fitness device, booked in my AIA Vitality Health Check, and I've got to say, I think I am benefiting quite significantly from the program.

I know many of you are well ahead of me in your AIA Vitality journey, but for those of you yet to get started – I encourage you to do so. Not only will you get some great insight in to your own health, but you'll get access to so many resources to help improve your health – as well as access to some fun and practical rewards, including Woolworths Vouchers and up to 30% cashback on flights!

If you need any help getting your AIA Vitality membership up and running, reach out to <name>.

Regards,

<Senior Leader Name>

If this is something you can relate to, please get involved with the AIA Vitality program and share your own testimonial.

All the best,

<HR Manager Name>

6. AIA Vitality Webinar – Meeting invite for employees

Subject line: <Name>, here's your invitation to our employee benefits webinar

As an organisation, we are very excited to launch our health and wellbeing employee benefit, **AIA Vitality Starter**.

AIA Vitality Starter is a personalised, science-backed health and wellbeing program that supports and incentivises you every day to make healthier lifestyle choices.

As we get rewarded for getting to know and improving our health, we'll also be improving our business productivity and connections with one another.

Let's get started

We're very lucky to have the team from AIA Vitality joining us for our employee benefits webinar on <date>.

They'll take us through the program and show us how easy it is get started, earn AIA Vitality Points and unlock great rewards. ***You could even win a Garmin Fitness Device!***

So, let's all get started with AIA Vitality Starter!

<partner sign off>



7. AIA Vitality Champs – Employee recruitment email template

Subject Line: <Firstname>, something exciting is coming

Hi <Firstname>,

Through our income protection insurer, AIA Australia, we're eligible to join their health and wellbeing program, AIA Vitality Starter.

AIA Vitality Starter is a personalised, science-backed program that supports Australians every day to make healthier lifestyle choices. The program rewards its members as they get to know and improve their health plus, they get access to discounts and cashbacks with program partners.

We need you

We're so excited to launch this new employee benefit and we'd love you to join our team of internal AIA Vitality Champs. You'll get early access to the program so you can get familiar with the AIA Vitality app and experience just how easy it is to earn AIA Vitality Points and get rewarded.

On Launch day you'll play an important role in the day's activities, driving excitement amongst the team and encouraging everyone to activate their AIA Vitality membership.

Next steps

<this will vary depending on the individual partner>

In the meantime, take a look at the Program Overview and Points & Rewards Guide.

<sign off>