



Media Recall (Unaided)

66%

of those who recalled seeing AIA ad (N=144) would consider AIA

Campaign:
AIA

Category:
Insurance

Target Audience:
Adults aged 25 and above

Media:
Downtown Line - Concept train

Duration:
December 2013

Base: N=500. Surveyed by Nielsen commissioned by Moove Media

REAL LIFE NEVER STOPS

No matter what happens in life,
we believe in never giving up on what's important to you.