

Allianz Mini Arena China Tour



- **Date:** October 2006
- **Mission**
 - Raise brand awareness and build brand equity in customized insurance and financial products and services
 - Build corporate image in leadership and innovation
- **Method**
 - Allianz Mini arena – a one month exhibition and road show in Guangzhou and Shenzhen
 - Launch – Allianz executives, lighting ceremony and dance performances to enrich the photo collage of the media event
 - Message delivery – in-depth media interviews with Allianz senior management
- **Measurement**
 - Positive feedback from members of the public on the Arena experience
 - A total of 40 key print / web / TV media attend the events in Guangzhou and Shenzhen resulting in 36 reports with a total ad value of US\$357,787



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