



## Press Release

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# **AIG Japan launches “Diversity is Strength” Campaign**

## **Campaign includes a new online movie filmed in Japan featuring the New Zealand All Blacks and Black Ferns Rugby Teams**

**TOKYO, April 23, 2018** - AIG Japan Holdings KK (AIG Japan) today launched a new campaign, “Diversity is Strength” to promote the importance of diversity.

The Diversity is Strength campaign will focus on raising awareness of a range of topics including cultural diversity, gender diversity, disability inclusion, and sexual diversity. Diversity is Strength is the first stage of AIG Japan’s Project Zero, a new initiative aiming to actively address key social issues.

To mark the launch of the Diversity is Strength campaign, AIG Japan has released a special movie filmed in Osaka featuring the All Blacks and Black Ferns, the world champion men’s and women’s New Zealand national rugby teams. New Zealand Rugby is strongly committed to diversity and inclusion and both teams deliver a strong Diversity is Strength message while attributing the importance of diversity as playing a part in their success at the highest levels of international rugby over time.

The Diversity is Strength campaign is based on the concept that all the diverse colors of the rainbow come together to form the color black. The movie and advertising features the players in a modified jersey made from a special fabric, United Black, that reveals rainbow colors when stretched.



The Diversity is Strength campaign also features a striking series of portraits of celebrities and champions of diversity alongside the All Blacks and Black Ferns players.

To encourage people to show their support for diversity, AIG Japan is offering a chance to win an exclusive, limited edition United Black t-shirt via Twitter and will make a donation to charity based on the number of Twitter users that support this movement.



**Diversity is Strength campaign details:**

**1) Special movie starring the All Blacks and Black Ferns**

AIG, the Major Global Sponsor of the All Blacks (the New Zealand men’s national rugby team) and the Black Ferns (the New Zealand women’s national rugby team), has created a special movie “#DiversityIsStrength” starring players from both teams and filmed in Osaka, Japan.

The movie depicts the All Blacks and Black Ferns taking to the field to support diversity and take a stand against all forms of discrimination.

This follows the success of the online movie “#TackleTheRisk” which was released in March 2017 and featured the All Blacks tackling risks in Tokyo. #TackleTheRisk has been viewed over 170 million times worldwide and has received numerous international marketing awards.

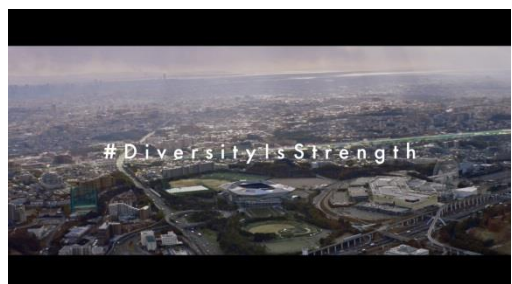
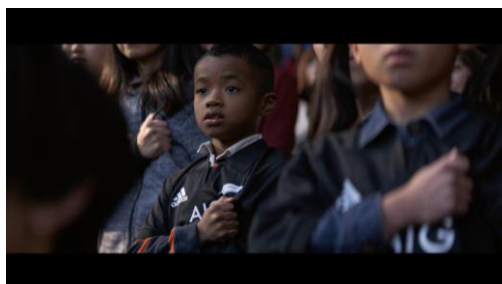
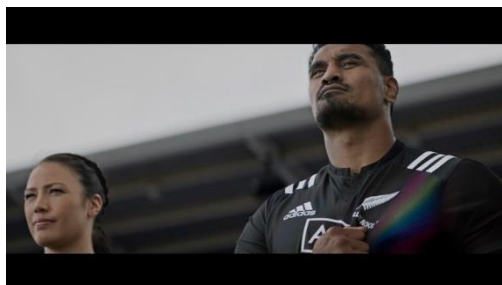
The new movie, #DiversityIsStrength, can be viewed via AIG Japan’s special campaign site or on YouTube, Facebook and Twitter.

Special site : [project-zero.com](http://project-zero.com)

YouTube : [https://youtu.be/r\\_8QaYRfSQE](https://youtu.be/r_8QaYRfSQE)

Facebook : <https://www.facebook.com/AIG.Sonpo/>

Twitter : [https://twitter.com/AIG\\_Sonpo](https://twitter.com/AIG_Sonpo)





## 2) Portraits and special messages featuring the All Blacks and celebrities

A series of portraits featuring members of the All Blacks and Black Ferns alongside well-known personalities and representatives of diversity will be featured in online and outdoor advertising for the Diversity is Strength campaign. The striking portraits feature strong messages from the players and personalities in support of diversity. The images and interviews can be viewed on [project-zero.com](http://project-zero.com).



## 3) Charity program and online prize draw

As an extension of the campaign, AIG Japan is encouraging people to show their support for diversity and inclusion on Twitter. For every user who tweets the hashtag #DiversityIsStrength, AIG Japan will donate 100 yen (up to a maximum of 1 million yen) to ReBit, an NPO that works to promote understanding of the LGBT community through education and other activities. In addition, users that retweet and follow the AIG Sonpo account on Twitter (@AIG\_Sonpo) will go into a draw to win one of 200 limited edition United Black t-shirts that have been created from a specially developed black fabric that reveals the colors of the rainbow when stretched, and feature the team logos of the Black Ferns and All Blacks.





#### **4) Tokyo Rainbow Pride**

AIG Japan will continue to spread the message of Diversity is Strength with its ongoing support of Tokyo Rainbow Pride, Japan's largest LGBT event. Visitors are invited to drop by the AIG Japan booth at the Tokyo Rainbow Pride event in Tokyo's Yoyogi Park on May 5<sup>th</sup> and 6<sup>th</sup>

#### **About New Zealand Rugby:**

AIG has maintained a sponsorship agreement with New Zealand Rugby (NZR) since 2012. Since then the two partners have carried out joint rugby events capturing international attention. The successful partnership was renewed in November 2016 and extends AIG's position as the Major Global Sponsor and Official Insurance Partner of New Zealand Rugby and the All Blacks for a further six years. AIG continues to directly sponsor the All Blacks, the All Blacks Sevens, the Maori All Blacks, the Black Ferns, the New Zealand Black Ferns Sevens and New Zealand Under 20 teams.

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange. In Japan, AIG companies such as AIG General Insurance Company, Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Partners Co., Ltd. and Techmark Japan KK are providing their services.