**Company:** Taiwan Life Insurance
**Company Description:** Taiwan Life is the country's oldest insurer, established by the government in 1947 and privatized in 1998. Throughout its life, it has provided a full range of policies, closely monitored market changes, and adopted creative strategies in response.This has helped it ensure sound operational performance and the health and wealth of its policyholders.
**Nomination Category:** Website Categories
**Nomination Sub Category:** Industry - Insurance
**Nomination Title:** Senior Citizen's Club

1. When was this site or blog first published?

   The Senior Citizen's Club was launched in mid-October 2023.

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

   **Total 119 words used.**

   Out of all communication channels, the official website of an insurance company remains the first digital resource that customers turn to when looking for details on their rights and interests regarding insurance products and services. However, the information presented on the official website can be too complex and difficult to read for elderly customers, resulting in these customers often not being able to find the information they require.

   Taiwan Life Insurance has adopted a customer-centric approach, and built an age-friendly one-stop website called the Senior Citizen's Club. We designed a theme and key visual for the website after conducting 20 hours of needs interviews, developing a website prototype, and conducting A/B testing on customer feedback, designing an age-friendly UI/UX.

3. List the appropriate creative and production credits for this entry:

   The Senior Citizen's Club uses responsive web design (RWD) technology to ensure that customers enjoy the best possible visual experience when browsing the website, regardless if they are using a smartphone, tablet, or computer. Age-friendly webpage designs are also incorporated. Apart from using videos and images to replace the dense blocks of text seen in more traditional designs for an official website, we also use warm colors preferred by the elderly in our main visuals, increasing color contrast and saturation while also providing elderly customers with an age-friendly reading and listening experience. Additionally, in response to the social media usage habits of elderly customers, our website also includes shortcut links for sharing content to social media software such as LINE and Facebook, allowing customers to conveniently repost information found on the website.

   The Senior Citizen's Club also breaks the mold when it comes to the content offered. Apart from organizing and putting together all information on the age-friendly services and products offered by the insurance company in one place, the website is also the first in the industry being capable of delivering care and creating shareable content. The website is the first to offer care calendars, the ability for customers to make their own greeting images, as well as highlighted features such as retirement happiness courses and brainteaser games for preventing dementia. Apart from meeting the health and wellness, financial planning, and social needs of elderly customers after retirement, the website also gives our sales employees more topics to talk about with elderly customers, creating sales opportunities.

   The Senior Citizen's Club website was launched in mid-October 2023. As of February 2025, the website had generated more than 8.03 million media exposure engagements and had been browsed more than 1.82 million times. In particular, the website's interactive features, the Care Calendar and Make Your Own Greeting Images, have been favored by users, with these features being shared 121,400 times. On average, more than 270 people use these features to express their love to relatives and friends every day, and the anti-dementia brain exercise game Mahjong Supperzzle has also been extremely popular, with the game being played more than 439,500 times as of February 2025. Average user retention time for the website has exceeded 20 minutes, showing how the Senior Citizen's Club website has appealed to users and earned their recognition.

## Attachments/Videos/Links:

[Senior Citizen's Club](#)

[REDACTED FOR PUBLICATION]