

Insurance Campaigns to Get Simpler
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IRDA guidelines put companies on alert

Insurance advertising, which is worth over Rs 300 crore now, is set to enter a new phase from July this year. Consumers may no longer be lured by attractive ads and tall promises.

Almost all insurance companies are working on last-minute changes in the fine print of their existing ads, both on their corporate brands as well as product-specific advertisements. This follows the insurance regulator's strong directive to insurers to come up with clear and fair communication without misleading consumers on various "latent intricacies" of insurance communication.

The genre of insurance ads have changed over time in the way marketers have tried to position life insurance as a category, shifting from corporate brand recall to introducing solutions. Today life insurance is not associated with death and despair as much as it is with hope and security, which is getting reflected in insurance advertising.

"We will be evaluating all our advertisements and ensure that, by September 1, 2007, which is the prescribed grace period, we will be fully compliant with our ad promotion. This will require us to review all our advertisements. We are going through all the implications that the new guidelines will put through to not only our Ulip but also to other products," Rahul Sinha, head of marketing, Kotak Mahindra Old Mutual, told DNA Money.

"The changes in the trends in advertising is significant as ads are not going to fight on the rupee spend and the recall but on differentiation of offer and demonstrating the same at the point of sales," he added.

"Our 'Sar Uthake Jiyo' campaign has made a huge difference for HDFC Standard Life. While it has increased our overall brand awareness, our stress on the need of children and pension plans has helped us grow in these segments and increase our business. Till date HDFC Standard Life has been compliant with all guidelines set by the Irda and ASCI in our advertising. We are going through the Irda guidelines and may need to make some minor inclusions," Sanjay Tripathy, head marketing, HDFC Standard Life, said.

Apprising intermediaries on the new Irda guidelines will be crucial. "We always apprise and keep our intermediaries up-to-date on the code of conduct through extensive training and communication," pointed out Joydeep Roy, chief distribution officer, Tata AIG Life Insurance Company.