

60

Glorious
Advertising
&
Marketing
Moments...

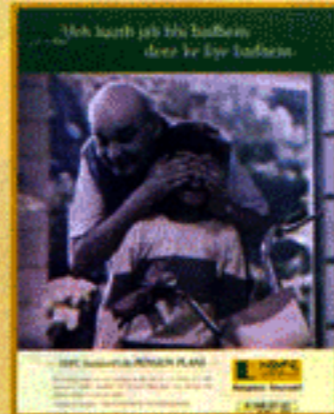
...over the last 60 years



New millennium

And insurance advertising becomes 'happier'

There was a time when insurance advertising in India reeked of pessimism and impending doom. After all, in the era of state-owned insurance companies, insurance was only meant to be just that, insurance. The government's liberalisation of the sector in 2002 came as a respite. Not only did the consumer get more choice, he was also exposed to insurance as an investment option, as opposed to traditional insurance. HDFC



Standard Life was one of the first private insurers to break the ice using the idea of self respect instead of 'death' to convey its brand proposition (*sar utha ke jiyo*). Then ICICI Prudential came with its *jeete raho* campaign and the rest followed. "While a 45 year old guy may still get sentimental before taking a policy, the 30-something youngster is comfortable with insurance now," says KV Sridhar, NCD, Leo Burnett. 