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**‘WITH LEO BURNETT, IT’S A PARTNERSHIP PAR EXCELLENCE’**



**H**DFC Life and Leo Burnett have been associated for 10 years now. During this time the agency and the company have worked together to not only establish the brand, but to also constantly keep it evolving with the times. HDFC Life is synonymous with its brand tagline of Sar Utha Ke Jiyo, and this was made possible because of the partnership between HDFC Life and Leo Burnett. Along the way we have stopped looking at Leo Burnett as just an agency, but more as a partner and brand custodian - as much involved in the brand as we are. And they have delivered this by living the brand spirit and essence, bringing it to life with every campaign, including revamping our logo to appeal to a younger India.

We have worked together and built up not just a brand identity but a brand personality that is instantly recognizable, not just by our consumers but by the world at large. This was evident in all the campaigns we have undertaken with Leo.

Right from the ‘Smart Woman’ campaign to our IPL campaign with the Rajasthan Royals. Our financial freedom campaigns included a wide target group consisting of niche (urban women), online-savvy (Click2Protect & Click2Invest), new parents (Children’s plans) and the youth, which included the tagline ‘Sar Utha Ke Jeena Ka Naya Andaaz’ during IPL.

The agency exhibited an inherent understanding of what we believe in by re-exploring the world of Sar Utha Ke Jiyo and the role that the brand played in the life of our consumer today, with the brand campaign Apno Ko Apne Dum Pe Jeena Sikhao, launched in Jan 2015. Our most recent campaign on HDFC Life Cancer Care starring cancer-survivor and actress Lisa Ray tackled a sensitive issue with finesse. You know that you have hit the right note in a communication when the consumer himself goes out of his way to talk about it. And the brand metrics which moved upwards only supported this theory!

