

HDFC Standard Life Unveils Life Insurance Campaign

The campaign reiterates that life insurance planning is critical, irrespective of the market condition or the economic scenario.

Mumbai, December 8, 2008: HDFC Standard Life, the leading private life insurance company in India, has launched a new life insurance campaign, to distinctly position itself as a 'life insurance specialist' and intensify its brand promise of 'financial independence and self respect (Sar Utha Ke Jiyo).'

Commenting on the new brand campaign, Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life, said, "The campaign has been designed to make prospects aware of the importance of life insurance as a primary tool for protection and savings. The campaign clearly reiterates that life insurance planning is critical, no matter what the market or the economic scenario is." In a cluttered category of life insurance, where communication has largely been in the space of growth, great investment option, unit linked insurance plans, all dimensions of the core category benefit - protecting one's family's future & happiness - had not been explored. So we decided to create a campaign for our life insurance plans, which focuses on the basics and brings to life, this core benefit, added Mr. Tripathy.

Nitesh Tiwari, Executive Creative Director, Leo Burnett, elaborated, "The task was clear. We needed to speak to the insurance buyer - the chief wage earner in a family of dependents -- about how his family's happiness and pride can be ensured even in his absence. The bigger challenge, however, was to be able to make the point of his 'absence' positively, without venturing in the territory of creating fear and paranoia about death."

The central creative idea of the campaign, stemmed from the insight that whenever we misplace anything, we get anxious. And, the more precious and dearer the thing lost, the more the anxiety. Superimposing this onto the context of human relations, led us to the creative thought of 'Ghum Nahi Hona' (don't ever get lost). 'Ghum' has been used as a metaphor for undesirable eventualities in a very subtle way. So, while the television commercial shows the undesirable eventualities from a kid's point of view, the surround campaign explores the idea through the perspective of other members of the family. All tied into everyday situations that each one of us will be able to relate to. The execution is casual and conversational yet engaging. The twist in the end forms the high point in the film and provokes thought, added Mr. Tiwari.

HDFC Standard Life's new life insurance campaign has been conceptualized and scripted by Leo Burnett and directed by Shoojit Sircar from Rising Sun Films, who has directed the critically acclaimed movie 'Yahaan.'

HDFC Standard Life plans a 360-degree campaign to take its new campaign through different platforms and intensify the brand experience. Apart from television, this film will be supported by other mediums such as print, radio, OOH, Internet, mobile, and on-ground initiatives.

About HDFC Standard Life: HDFC Standard Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Standard Life's Product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, and Investment. Customers have the added advantage of customizing the Plans, by adding optional benefits called riders, at a nominal price. The company currently has 25 retail and 6 group products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers.