

Media Release

## **“Fight cancer with dignity” says HDFC Life’s new campaign**

*First time ever a celebrity speaks on behalf of the Brand*

*Lisa Ray talks about how one can fight cancer with dignity by being financially prepared*

**Mumbai, 08 August 2015:** [HDFC Life](#), India’s leading long term life insurance solutions provider has launched a new brand campaign on their latest product offering ‘HDFC Life Cancer Care’ which touches upon the importance of being financially prepared and continue to live and fight with pride should Cancer ever strike. The ad gives out the message that to win the cancer battle, it takes more than just emotional strength. It needs financial preparedness too. Celebrity and cancer survivor Lisa Ray endorses the cause by telling her story of how she survived cancer and the lessons she learnt along the way.

**Sanjay Tripathy, Senior EVP, Marketing, Products, Digital and E-commerce, HDFC Life,** commented on the launch, “Much is said about cancer these days, but the conversations are mostly around physical and mental strength to fight against the disease. We believe that a person should be mentally strong without doubt but he or she needs to be financially prepared as well. Cancer treatment can cost anything between Rs. 3-25 lacs and we need to realize that the financial aspect of the fight is the only thing one can have a control on. Our new campaign emphasizes on the fact that being financially prepared is now easy with HDFC Life Cancer Care and if the need does arise, it will allow you to fight with dignity. For the very first time we have used a celebrity to communicate our message as she personifies the journey of a cancer survivor and offers real life testimonial. With her positive attitude and self belief, Lisa Ray embodies the brand philosophy of Sar Utha ke Jiyo. She takes us through her journey and experience in getting over Cancer, and her understanding of the importance of financial preparation in this situation. In this ad, we have thrown light on the utmost important factor of the Cancer struggle - the financial one.”

**Raj Deepak Das, Chief Creative Officer, Leo Burnett,** added, “When one talks about fighting cancer, you hear about the emotional and physical struggle and how being mentally strong helps. But, one rarely talks about the financial struggle. In a situation where there is lack of money to undergo cancer treatment, the pain and the emotional trauma is much bigger. The idea was to reflect this thought by engaging with consumers on an emotional platform. Real life stories inspire us. We therefore decided to feature Lisa Ray and underline the importance of money in fighting the life threatening disease. She is a perfect fit as her positive attitude and self-belief resonates well with the brand philosophy of Sar Utha Ke Jiyo.”

Apart from television, this film will be supported by other media such as print, OOH, cinema, and digital, which will have significant focus. #RayOfHope will be used to run a social media engagement campaign.

## **Campaign Credits**

**Agency:** Leo Burnett, Mumbai

**CCO:** Rajdeepak Das

**Group ECD:** Aman Mannan

**Creative Director -** Neeraj Singh

**Associate Creative Director -** Srijan Shukla

**Art Director -** Nidhi Handa

**Planning Team:** Ajeeta Bharadwaj, Niharika Talwar

**Account Management:** Oindrila Roy, Priyanshi Saxena, Sharon Thambi

**Production House:** Red Ice Films

**Director:** Robby Grewal

**Executive Producer:** Gary Grewal

**Producer:** Richa Lal

### **About HDFC Life**

Established in 2000, HDFC Life is India's leading long-term life insurance solutions provider offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. The company also offers Women's Plans to meet specific needs of women. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. The company currently has 28 retail and 8 group products in its portfolio, along with 10 riders.

HDFC Life continues to have the widest reach with over 400 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. The company has a strong presence in its existing markets with a strong base of Financial Consultants. HDFC Life 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.

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