

HDFC insurance arm marches to a different beat with music album
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Private sector life insurer HDFC Standard life is launching a music album themed on self-respect, adopting an unconventional yet unobtrusive method to promote its 'Sar Utha Ke Jiyo' tagline. Unlike television commercials, the songs popularising the brand tagline will be positioned as music videos on entertainment channels and as songs on radio stations.

The 'Sar Utha Ke Jiyo' album, marketed by Percept India's Integrated P9, will be sold in music stores across the country. While the video for the title song or its lyrics will not contain any branded content, two songs composed by Shantanu Moitra and Madhuparna will be in keeping with the brand idea of buying insurance to retain self-respect.

The music album has a total of six songs, including four which are compilations of Hindi film hits. "The overall objective was to take the brand into a newer segment. We wanted to use a non-intrusive and engaging means of touching base with our target group by creating a positive disposition about the brand even if they choose to buy it only later," HDFC Standard Life executive vice president and head of marketing Sanjay Tripathy said. Over three years, the communication by HDFC Standard Life has been consistently centred around this theme. The company says it hopes to use this high recall value to its advantage as it seeks to popularise insurance with the youth who generally avoid this subject, Mr Tripathy observed.