

HDFC Standard takes musical route to branding Hindu BrandLine, October 29, 2008

In an effort to break clutter as well as reinforce its 'Sar Utha Ke Jiyo' positioning, HDFC Standard Life (HDFC SL) has launched a music video promoting and propagating the values of self-respect and self-reliance. The insurance company, which has been running a campaign centred on these themes for the last four years, says it hit upon this idea as music will bring its target segment of 25-45-year-olds emotionally closer to the brand message.

Speaking to Business Line, Mr Sanjay Tripathy, Executive Vice-President and Head (Marketing), HDFC SL, said, "The power of the creative piece rather than the media placement is key to this effort." Apart from a mention on the packaging, there is no HDFC "branding anywhere in the video. This is an attempt to reach the consumer in a non-intrusive way, he said. The music video, priced Rs 99, has been available in all music stores from October 25. It is also on air on various music channels. Entertainment marketing company, P9 Integrated, has partnered HDFC SL in the launch.

The album has six tracks with two original compositions and four compilations symbolising 'self-respect and 'self-reliance'. The music album contains six songs, with the title composition Sar Utha Ke Chalenge Hum sung by Mohit Chauhan, written by Swanand Kirkire and with music composed by Shantanu Moitra. This is followed by the song In Baajuo Pein Hain Yakeen, sung and composed by Madhuparna and written by Salil. The other four songs are compilations of evergreen hits such as Rubaroo from Rang De Basanti, Yeh Honsla from Dor, Aashayein from Iqbal and Aa Rahan Hoon Main by Bombay Viking. Mr Tripathy said the company had tried to integrate and recreate some moments from the ad campaign reflecting people's desire to retain their self-respect, self-reliance and live their life without making compromises over the years in the video.

DIFFERENTIATOR

He said that Sar Utha Ke Jiyo, which is the most recalled tagline and has the highest percentage of correct association with the brand (according to AC Nielsen's insurance category tracking), was a brand differentiator among the benefits touted by insurance companies.