

'Ring a Career' activity held

Express News Service

Chennai: HDFC Life, which finds itself amongst India's leading life insurance companies, conducted a unique experiential marketing activity called 'Ring a Career' recently in shopping malls across 16 cities. The activity was to help parents understand the need for financially securing their children's future. Some of the activities were conducted in more than 20 malls across 20 cities including Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Bangalore, Pune, Chandigarh, Lucknow, Coimbatore, Kochi, Bhubaneswar, Ahmedabad and Ludhiana during October while a few more will be conducted in November.

In the 'Ring a Career' activity that took place at the Citi Centre Mall in Chennai, a child was asked



A family tries their luck at the 'Ring a Career' activity

about his ambition in life. The child was then asked to throw a ring with the help of one of his/her parents to select that profession. The purpose of the activity was to point out that parental help was essential during the formative years of every child. Coming back to the activity, after the kids chose the profession they wanted to pursue, the parents were asked the current cost of professional training/college for that particular profession and what would be

the approximate cost of that particular course when the child turned 18. The activity was also organised at the Brooke Fields mall in Coimbatore, Forum Value mall in Bangalore and Abad Nucleus Mall in Kochi reaching out to over two Lakh people with more than 3,000 participants.

Speaking on this activation programme, Sanjay Tripathy, EVP and Head, Marketing and Direct Channels, HDFC Life said, "HDFC Life believes in in-

novation and understands the need of parents. 'Ring a Career' will help and educate parents on the need for financial planning to secure their children's future needs in advance. This activity also throws up facts about

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the rising costs of education and the need for planning their child's education goals, keeping in mind all the external factors. The activity informs parents about the current cost of professional education to prepare them when their child turns **18**"

"The basic idea behind this activity is to trigger a thought in the mind of the parents that it will not be easy to meet the rising demand in future," he added.