

Press Release

HDFC Life's campaign urges parents to make 'birthday' a perfect occasion to invest in long-term financial plan for child's secure future

- *Campaign tries to inculcate among parents with young children a habit of disciplined and systematic investment planning using child's 'birthday' as a trigger,*
- *Encourages mother to play an 'active role' in financial planning for the child,*
- *Drives the need to buy a child plan early for a 10-15 years of investment horizon for bigger corpus*

Mumbai, December 4th, 2013: HDFC Life, one of India's leading long-term private life insurance solutions providers today unveiled a new marketing campaign urging parents to make 'birthday' a perfect occasion for long-term financial planning for child's secure future. The campaign drives the need for early planning, when the child is between 3 to 9 years so that 10-15 years of investment horizon is available for a bigger corpus when the child turns 16, 18 or 21, ready for under/post graduations.

Commenting on the new campaign, **Sanjay Tripathy, Senior Executive Vice President - Marketing, Product, and Direct Channels** said, "HDFC Life was one of the first brands to advertise and encourage buying child plans during school admissions and summer vacations to inculcate systematic and disciplined planning. We wanted to take this concept further and establish and own an occasion for buying a child plan similar to few other categories. Child's birthday emerged as a perfect occasion as parents with young children usually invest a lot of time and money planning, but may not be necessarily thinking about the child's secure future during this early period. We wanted to use this occasion, which occurs year-on-year to speak to both parents and encourage them to opt for long term financial plan for their child's future. Our internal research also reiterated that for parents 'birthdays' are relevant to their lives and buying the product on their child's 'birthday' will remind them to pay premium every year."

"Secondly, changing trend in the society reflects that Indian parents have evolved and invest in the development of child together. However, the category continues to talk to fathers, overlooking the important role of a mother's influencing power. Our research showed that financial planning for the child was top priority for mothers when it comes to life insurance. We wanted to tap into the potential of appealing to mothers, either for them to buy the product or to influence the father to do it. In either case, we found from our research that while consumers (fathers) knew they had to buy a child plan, they procrastinate as there are a lot of other rearing priorities when they are new parents. This is where the mother's nurturing and influencing power comes into play - to ensure that the step is taken at the right time. We have captured this well in our film showing the mother, instead of the father, outlining that they have both planned for short and long term needs," he added.

"Thirdly, our research showed that most parents do not buy child plan at the right time. We needed our communication to cue in financial planning at the right time. We did this by showing in our film a younger kid and young parents and one of our contextual ads also shows age for buying the product, which is between 3-9 years so that parents can have long investment horizon of 10-15 years for bigger corpus available when the child turns 16, 18 or 21, ready to take up under or post graduations, Mr. Tripathy concluded.

Mr. **KV Sridhar, National Creative Director, Leo Burnett**, said, “Most of the times, the important parenting decisions are overshadowed by urgent ones. Through our campaign, we’ve tried to communicate to parents that investing in a child plan at the right time is equally important. And we thought what better day than a child’s birthday to remind parents to start investing for their future. After all, only when they invest on time will their children get the support they need to fulfill their dreams when they grow up”.

The film opens on both parents filling the invitation cards for their daughter’s birthday. While putting the last card, father asks daughter, “Cheenu, iss baar birthday pe kya chahiye?” Daughter replies, “Princess Doll.” Father nods with an agreement and says, “Done.” Daughter starts rattling more gifts for future birthdays as, “Dollhouse, video game, Badi wali cycle, mobile, heel wale sandals aur woh America mein Disney World hai na...” Father, amused at this, says, “Ruk beta ruk... tere jitni planning humne nahi ki hai.” to which the mother replies confidently and with a smile, “Haan beta... itni planning nahi ki hai. Bas uss se aagey ki kar li hai. Pehle America mein vacation. Phir education.” The film closes with both parents happily celebrating their kids’ birthday, having given her the substantial gift of a secure future for her birthday.

HDFC Life plans to take its new campaign through different platforms and intensify the brand experience. Apart from television, this film will be supported by other media such as print, OOH, radio, and digital.

Campaign Credits:

Creative agency - Leo Burnett

Creative Director - Nikhil Mehrotra

Copywriter - Nikhil Mehrotra and Siddharth Mehta

Art Director - Prasad Patil & Amit Thakur

Production House - Chrome Pictures

Director - Hemant Bhandari

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 35 retail and 10 group products in its portfolio, along with 10 riders.

HDFC Life continues to have the widest reach with about 500 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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