

HDFC Standard Life launches new TVC

(6 February 2010 8:25 pm) Indiantelevision.com Team

MUMBAI: In a bid to expand brand awareness, HDFC Standard Life has launched its new marketing campaign.

Said HDFC Standard Life EVP & head - marketing Sanjay Tripathy, "Though life insurance is ideally meant to secure one's family's future in the event of an unfortunate incident, it is still largely a one-time purchase and that too for the wrong reasons.

"According to an internal research, it was observed that only 65 per cent of the population has some sort form insurance with close to 81 per cent of them having a single policy only. The study further reveals that on an average, individuals in the family are often insured for as little as 3, 50,000 of life cover, a sum that is grossly inadequate and clearly a pittance in today's day and age to sustain a family, should something unfortunate happen. This fact also definitely supports the claim that Indians pay one of the lowest insurance premiums in the whole world and subsequently have a very low coverage," Tripathy added.

Conceptualized and scripted by Leo Burnett, the new TVC has been directed by Anand Iyer from Ramesh Deo Productions. The company plans to take its new campaign through different platforms and intensify the brand experience. Apart from television, this film will be supported by other mediums such as print, radio, OOH, Internet, mobile, and on-ground initiatives.

The campaign sees two friends talking to each other, laid over, one of them travelling out of town on work. The conversation tries to bring about the realization, that to really ensure complete financial security of one's family forever, one needs to plan today.

Said Leo Burnett national creative director KV Sridhar, "After extensive research, we stumbled upon the insight that people tend to worry more about their family when they're

travelling and ensure that they provide for their family's needs for as long as they're away. And we wondered, what if we were to make people think of life in the same way as they would when they're travelling."