

## Bharti AXA Life launches a new Multi-Media campaign

*Focuses on Young Adults segment in the Life Insurance Category with a unique product proposition*

Link to the Advertisement:- <http://www.youtube.com/watch?v=NGuzXzpjrz>

**Mumbai, June 7, 2012,**

Bharti AXA Life launched a brand new advertisement campaign on their latest product “Bharti AXA Life Young India Plan”. The campaign centres on the predicament of the young adults when they are faced with additional responsibilities and expenses at key lifestages such as marriage or childbirth.

Announcing the launch of the new multi-media campaign, **Saujanya Shrivastava, Chief Marketing Officer**, Bharti AXA Life Insurance said, “Our new brand positioning as encapsulated in the signature “Jeevan Suraksha Ka Naya Nazariya” has customer centricity at its core and is about providing a series of tangible and distinct proof points that clearly answer to customer expectations. These proof points form the bedrock of the differentiation strategy for Bharti AXA Life. The new campaign revolves around our unique ‘**Bharti AXA Life Young India plan**’. Positioned at the young adult segment, the plan empowers the customers to decide when they should receive the benefits of the insurance policy- in this case money-back at their key life stages of marriage and child birth. The product also offers additional protection at these lifestages, given the added responsibility. Bharti AXA Life Young India Plan adapts itself to the customer’s needs”.

The creative idea for the campaign is “Why should your insurance policy decide the date of your happiness”. Theme of the advertising urges young adult viewer to consider Bharti AXA Life Young India Plan as a compelling proposition for their life stages. The marriage set-up in the TVC captured as part of the story and the mention of child birth has a strong relevance in the consumer’s life- These are the two important milestones in the consumer’s life, when a strong sense of responsibility dawns on him.

The multi-media campaign is present across TV, Radio and Outdoor media. For TV, apart from being present on the top mainline channels like Sony, Star, Colors and Zee, the media selection focuses on the Male TG genre of movies and news. A robust plan across regional channels also forms part of the overall media strategy.

Speaking about the media aspect of the campaign Mr. Shrivastava said “In addition to attaining optimum reach amongst our TG, one key objective of the media plan is to create impact- for this we have selected high impact properties on TV. We will be present both on Indian Idol on Sony and Satyamev Jayate on Star network. The idea is to have our consumer sit-up and take notice of this campaign ”

The creative agency on the campaign is Grey Worldwide and the production house for the film is ‘Love and Faith’



**About Bharti AXA Life Insurance Company Ltd**

Bharti AXA Life Insurance Company Ltd is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti Enterprises and 26% stake of AXA Asia Life.

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