

HDFC Life Unveils New Campaign to Drive 'Financial Freedom' among Urban Women

- *Campaign to create awareness about the company's Smart Woman plan, exclusively designed for women*
- *Apart from TV, film will be supported by print, OOH, radio; digital medium will have significant focus*

Mumbai, Sept 13, 2012: HDFC Life, one of India's leading life insurance companies, today unveiled a new marketing campaign aimed at driving financial freedom among urban Indian women.

Commenting on the new campaign, **Sanjay Tripathy, Executive Vice President and Head, Marketing, Product, and Direct Channels** said, "Following the launch of our flagship women's product 'Smart Woman,' we have embarked on this new marketing campaign to drive awareness about 'financial freedom' among urban Indian women."

"Contribution of women to economic activity in India has seen a significant rise over the last decade. In spite of the substantial socio-economic advances by women, most of them are however, less prepared in managing personal finance mainly due to lack of involvement in financial matters and knowledge of financial products. HDFC Life Value Notes Life Freedom Index survey in 11 Tier 1 and Tier 2 cities reveals that only 22% of Urban Women have a comprehensive financial plan while 42% of them have only a basic plan, which covers only a few short and long term goals. Though saving comes naturally to women, a robust financial plan is essential to be self-reliant, meet all financial goals and to tide through critical life stage needs," he added.

Mr. Tripathy further said, "The creative route of our new campaign is 'Director of Happiness.' The communication insight is that a woman's financial independence will let her be a stakeholder in the family decision making process. Financial independence will let her care for others, which gives her true happiness. It will help fulfill all her dreams and aspirations and make them come true for her loved ones as well. Financial independence will thereby, make her the Director of Happiness. This also links back to our brand philosophy of "Sar Utha Ke Jiyo."

On the concept of this campaign, **KV Sridhar, National Creative Director, Leo Burnett**, said, "Women are no longer passive members of the family. In fact, today women actively contribute in every major family decision. The Smart Woman product and campaign is targeted towards such progressive, women-of-today. Keeping this niche target audience in mind, the campaign builds on the commonly felt emotion and insight of the joy in making a landmark contribution towards the family. Keeping the product offering in mind, the film encourages young women to secure their future, so that they can do all that they desire for their family."



The film is centered on a female protagonist and opens in a middle class house showing playful conversations between dad and daughter. They argue to come to a decision about where the parents should go for a vacation on their wedding anniversary. While the father tries to control the budget and keeps suggesting cheaper options, the daughter keeps upgrading to international locations. When the daughter suggests Europe tour, dad refuses because he cannot spend so much, to which the daughter replies "Par main toh kar sakti hoon na." "Ab aap poochenge, itne paise kaha se aaye. Dad kaafi time se plan kiya hai. Happy anniversary!" All this has been a surprise for the mother all along, who now asks "Kya planning chal rahi itne din se ". Dad gets emotional and replies "Jisse kandhe pe ghumata tha, aaj humme Europe ghuma rahi hai."

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 which will have significant focus.

Campaign Credits:

- **Creative agency** - Leo Burnett
- **Executive Creative Director** - Nitesh Tiwari
- **Creative Director** - Manan Mistry
- **Copywriter** - Akshay Seth, Shatrughan Tripathi
- **Art Director** - Manan Mistry , Vallabh Yeolekar, Amol Bhanse
- **Account Management:** Suvadip Ghosh, Sugandha Tandon, Kunal Mashettiwar
- **Account Planning:** Nikhit Shetty
- **Production House** - Chrome pictures
- **Director** - Hemant Bhandari

About HDFC Life

HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It 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.

HDFC Life's product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing the plans, by adding optional benefits called riders, at a nominal price. The company currently has 25 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.



HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit our website, www.hdfclife.com