



Campaign Background:

AVIVA Pension Plus is a regular savings personal pension plan. It can be purchased for any life between 18 to 65 years of age. Pension plus is the scheme for which a campaign is done every year in the months of January to March for a period of 10 days to 2 months.

The campaign was rolled out in 15 cities all over India. Billboards, utility, bus shelters, Unipoles, Kiosks and gantry were used as media vehicles.

Campaign Details:

- ◆ Delhi: Bus shelters, utility, traffic timers, rotators, billboards, kiosks and unipoles were used in Delhi.
- ◆ Mumbai: Billboards, Gantry and bus shelters were used.
- ◆ Kolkata: Only bus shelters were used.
- ◆ Chennai: Bus shelters and billboards were used.
- ◆ Hyderabad: Unipoles, billboards and bus shelters were used.
- ◆ Pune: Billboards and bus shelters were used in Pune.

A BURST campaign was done in Lucknow and Ahmedabad where 25-30 sites were painted in yellow (AVIVA base colour) for about 10 days to create hype and leave a strong impact in the market.

Creative:

Data Source: Competitor tracking report

Innovation:

- ◆ Traffic timers were used in Jaipur and Delhi.

Campaign Results:

- ◆ The Burst campaign created hype in the market about the Pension Plus product.
- ◆ The campaign created a brand recall in the minds of customers.