



Campaign Background:

AVIVA Young achiever is a regular premium fixed term, protection cum savings plan for the child and can be purchased on the life of any one of the parents with the child as the nominee.

The campaign was carried out in Mumbai, Bangalore, Delhi, Chennai, Kolkata, Hyderabad, Ahmedabad, Lucknow, Ludhiana, Jaipur, Gurgaon, Noida and Ghaziabad.

An excellent media mix was used comprising of pole kiosks, billboards, unipoles, bus shelters, guide maps, traffic booths, subways, over bridge panels and school education boards.

Campaign Objectives

- ◆ To launch a new product and create a hype around it using various Media mix
- ◆ Creating Brand Awareness for the product
- ◆ Make the product visible and stand out in the clutter of insurance market for kids.

Target Audience: Parents in the age group of 30-45 years whose children are in the age group of 1-17 years.

Campaign Details

- ◆ **Delhi:** Bus shelters, utility, traffic timers, tree guards, Gypsy shelters, billboards, kiosks, unipole, hydrolic van, canopies and gantry were used in Delhi.
- ◆ **Bangalore:** 36 bus shelters were used in various locations.
- ◆ **Mumbai:** Over bridge panel, billboards, double decker buses and kiosks were used.
- ◆ **Chennai:** School education boards covering 100 schools all over Chennai were used apart from billboards and bus shelters.
- ◆ **Kolkata:** Billboards were used at 12 different locations.

The hallmark of the Young Achievers campaign was the BURST campaign in Mumbai, Banglore and Gurgaon, where the whole city was painted yellow (Aviva base colour) for 10-15 days.

Creative:

YOUNG Achiever
CHILD POLICY

**Create a hurdle-free future
for your child with
YoungAchiever Child Policy**

AVIVA
Life Insurance
KAL PAR CONTROL

1600 33-22-44

Data Source: Competitor tracking report

Innovation:

- ◆ Traffic timers were used in Jaipur and Delhi.
- ◆ School education boards were used in Chennai.

Value Ads:

◆ **Mumbai:**

- ◆ Approx. 3 lacs by way of 6 pole kiosks at Mahim for 3 months, painting of kiosks and Patel bridge during MOMS anniversary celebration.
- ◆ In the BURST campaign, the average display period has been for over a month for 70% of the sites.

◆ **Delhi:**

- ◆ Approx. 3 lacs by way of mobile van for 10 days, extension of utility at Delhi gate and ISBT bridge panel.
- ◆ A Hydrolic van display was given complementary from the supplier.

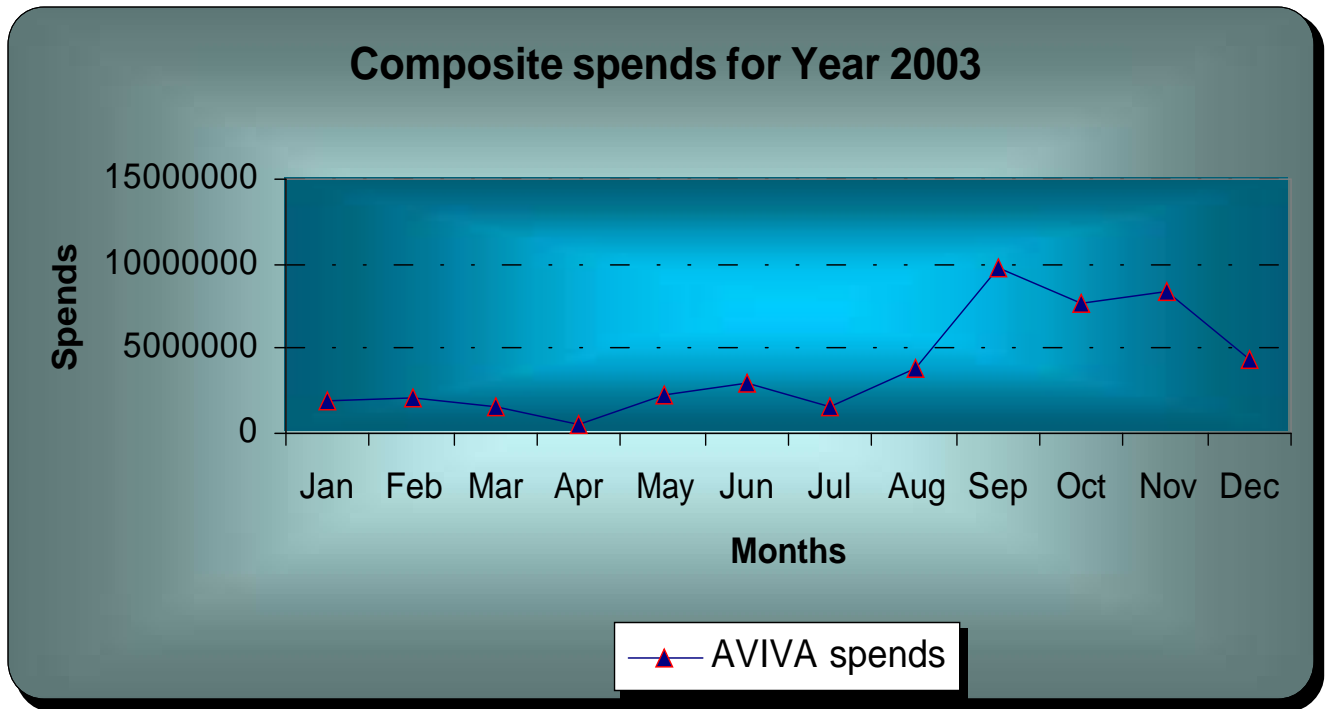
Bangalore:

- ◆ Approx. 2.5 lacs by way of extension of BQS at main junction.

Campaign results:

- ◆ The Burst campaign created hype in the market about the Young Achiever Product.
- ◆ The campaign created a brand recall in the minds of customers.

Highlights:



AVIVA Annual spending pattern