



‘Whole life and Stepping stones’ - A Child Money Back Plan

**Paint a secure future
for your child.
Enjoy planning
your child’s future.**

Campaign Background:

Max New York came up with “Whole life – Multiple Benefit Campaign where the major the individual could take the dual benefit of saving getting your self insured for life term pension. Stepping Stones was a Child Money Back plan, a smart way to plan and secure your child’s future.

The campaign covered the metro and major cities of India.

Different media vehicles used were bus shelters, hoardings, Gantry, traffic booths and pole kiosks.

Campaign Objectives:

- ◆ To create Brand Awareness
- ◆ To increase the sales of the Policy
- ◆ To build up Corporate Image
- ◆ To boost the morale of the sales people

Campaign Details:

- ◆ Delhi: Bus shelters and kiosks were used in Delhi, covering **2,944 sq ft** in 16 different locations.
- ◆ Mumbai: Only billboards were used in Mumbai at 11 different locations covering **7,400 sq ft**.
- ◆ Chennai: Billboards were used at 12 different locations, covering **22,250 sq ft**.
- ◆ Kolkata - Billboards were put at 10 locations in Kolkata covering **3,050 sq ft**.

Apart from the metros, various other cities were extensively covered. MOMS selected the best of sites in various locations of the country and the outdoor media coverage given to Max New York was outstanding.

Creative:



**Paint a secure future
for your child.**

Stepping Stones™
Child Money Back Plan

 

Your Partner for Life
MAX NEW YORK LIFE INSURANCE CO. LTD.

Insurance is the subject matter of the solicitation

Data Source: Competitor Tracking Report

Innovation:

- ◆ Hoardings with cutouts
- ◆ Use of Trivision

Campaign Results:

- ◆ Increase in sales of the policy
- ◆ Excellent reach towards the target audience
- ◆ High recall of the policy
- ◆ Massive Coverage
- ◆ Excellent feedback from client