



Retire with PENSION. Not with TENSION!

**EASY LIFE™
RETIREMENT PLAN**

Campaign Background:

Easy Life Retirement Plan is a comprehensive plan which gives guaranteed pension ensuring complete peace of mind during post retirement years, by taking care of post retirement financial needs. The campaign covered 28 cities and ran for **30 to 45 days**.

The different media vehicles used were **Bus Shelters, Billboards, Unipoles, Gantry, Designer Bus Shelter, Trains' Display Window Panes and Utility**

Campaign Objective:

- ◆ To create Brand Awareness
- ◆ To increase the sales of the Policy
- ◆ To build up Brand Image

- ◆ To boost the morale of the sales people

Target Audience: Age group of **20 to 60 years**

Campaign details:

- ◆ DELHI - Bus Shelters and Hydraulic vans were used in 18 locations covering **3320 sq ft.**
- ◆ Mumbai - Billboards were used in 8 locations in Mumbai and 10 Double Decker buses covering the whole of Mumbai were used, covering **7022 sq ft.**
- ◆ Chennai - Billboards were used in 7 locations covering **9100 sq ft.**
- ◆ Kolkata – Billboards were used in 7 locations covering **2800sq ft.**

Creative

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☎ 1600 335577

MAX **NEW YORK LIFE**

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

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Data Source: Competitor tracking report

Innovation

- ◆ Used designer Bus Shelters
- ◆ A innovative way of advertising was done through the train-Mumbai Shatabdi Express

Value Ads

- ◆ All India display for Max New York was done innovatively and cost effectively.
- ◆ All sites were checked on a daily basis and problematic sites were rectified immediately.
- ◆ Excellent follow up with the clients and suppliers.

Campaign Results

- ◆ Increase in sales and awareness of the policy
- ◆ Massive coverage
- ◆ Innovative Display in the train-Shatabdi Express well appreciated
- ◆ Excellent feedback from client