

MATES

Aviva in Viruddh

Brand: Aviva Life Insurance

Broad TG: All Adults 25 + ABC

Film: Viruddh

Director: Mahesh Manjrekar

Cast: Amitabh Bachchan, Sanjay Dutt, John Abraham and Sharmila Tagore

OBJECTIVES:

- To create a huge build-up to the launch of Aviva's campaign for its Life Long Policy by creating a communication around a movie.
- To associate with the film and its concept, and hence leverage the iconic status and credibility of Amitabh Bachchan to increase awareness about Aviva.
- To extend the association with the movie for enhancing trade/business partner's relationships, motivate performance of employees and provide incentives for achievement of business targets.
- To maximize media, since the sponsorship by availing the special entertainment rates for the telecasting of the sponsored TVC (television commercial)

The Media Solution & Execution:

Keeping in mind the objectives of Aviva for this association, MATES planned and executed the following 360° integrated marketing plan:

1) Consumer/ Customer

- **Joint Promotion: TVC for Aviva and Viruddh:** As a precursor to the actual Life Long Policy TVC, MATES created two special TVCs featuring Amitabh Bachchan asking the viewer – "Are you ready for life's small and big surprises". The TVC then shows scenes from the film (*Viruddh*) which has elements of life's surprises.

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Both the TVC's then has Amitabh exhorting the viewer to – “Live every moment, have control over your future”. This is followed a super – “Viruddh” and a VO: “In association with Aviva Life Insurance – *Kal Par Control*”.

- **Joint Promotion: Outdoor:** The outdoor promotion (hoardings and posters) for Viruddh carried the Aviva logo and were placed at prominent locations in all major cities. All film publicity material like posters and hoardings carried the Aviva logo. Also the same association was carried forward in Theater cards, cassettes, CDs, 30 x 40's etc. and all of it carried the Aviva logo.
- **Joint Promotion: In Theatre:** The sponsored TVC was attached to the print of the film and hence it ran at all the theatres just after the censor certificate and before the film starts. This reinforced the association with the film.

2. Trade/ Agents:

- **Sales Promotions and Redemptions of Meet – n – Greet with Amitabh Bachchan:** The association was further extended by MATES by creating the “Bade Miyan – Chhote Miyan” contest for Aviva to promote higher performance from their trade partners. The top performers were rewarded through a meet and greet session with none other than Amitabh Bachchan. The backdrops at such promotional events were suitably branded by Aviva which resulted in PR coverage for the brand. Other benefits like premier tickets etc were given to trade as well.
- **Special Shows were organized for the trade**

3. Internal activation:

- **Special shows were organized for Aviva employees.**
- **The Meet – n- Greet with Amithabh Bachchan was extended to the company key executives as well.**

ANALYSIS, RESEARCH AND RESULTS:

- Study was conducted by Aviva life Insurance post the activity and the following key measures were indicated:

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1. Recall of the brand was increased by 20%
 2. The intent to buy the policy was increased by 8%
- The AMOUNT PAID for sponsorship yielded in the following multiple benefits:
 1. A dynamic communication with endorsement from Amithabh Bachchan.
 2. A media plan on TV which was comparatively maximized due to entertainment rates applicable.
 3. An outdoor and in-theatre plan to extend the association.
 4. Trade and sales promotions opportunity with Meet – N- greet redemption with Amithabh Bachchan, building excitement, loyalties, goodwill and encouragement with the brand.
 5. Special shows for Internal audience and Trade
 6. Presence of the brand on all PR related activities like music launch, premiers etc.

All of the above, importantly, translated into the desired sales targets. (*Source: as told by company official*)