

CARINGLY YOURS



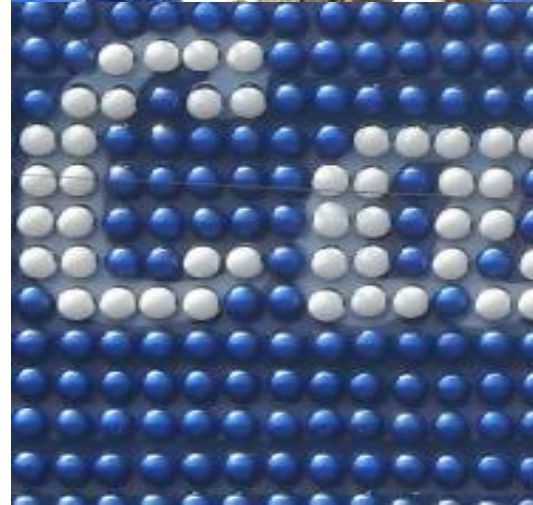
Bajaj Allianz General Insurance wanted to drive awareness for the new brand communication that builds on the caring nature of the brand.

To launch brand with innovative idea we decided to utilize the hype around valentine day and engrave the tagline (Caringly Yours) on billboard using helmet.

The Media Location – Koregaon Park near Hard Rock Café was selected after carefully studying Daily routine of the TG in Pune City.

The Media Format for deploying the innovation was Billboard with dimension – 82x20. The artwork was designed for the brand as per the guidelines. Billboard was completely restructured to withstand the weight of helmets. The innovation consisted of **1316 helmets** installed across 14 rows and 94 columns with approx. **weight – 1500 Kg**. The Execution was completed within a week.

On Valentines Day, there was an event conducted in the presence of MD & CEO Sanjiv Bajaj, Celebrity Radhika Apte, Commission of Police. The helmets were distributed to commuters assuring their safety and spreading the need to travel safely.



1316



1500 Kg

HELMETS

WEIGHT

VIDEO DEMO