

SBI Life Insurance steps out to celebrate Father's Day



SBI Life Insurance in Kolkata and Mumbai on the occasion of Father's Day recently planned an interesting outdoor event to connect with their TG and it has been successfully managed by Ideazfirst Marketing Services. On the occasion of Father's Day, SBI Life Insurance wanted to create awareness regarding the need for life insurance through augmented reality, a fun and interactive medium to engage customers. SBI Life Insurance aimed to bring alive the brand promise of providing planning, protection and security through the outdoor engagement programme. The basic concept of

the campaign highlighted - father protecting his child from the uncertainties of life.

The anchor invited Father - son/daughter visiting Infinity Mall, Malad West, Mumbai, to engage in virtual games. It was a 40 - 50 second game, in which, the child was shown images of his future aspirations such as education from esteemed university or an aspiring job. In between the opportunities, the child was exposed to certain risks like inflation, job loss, critical illness, sudden death etc., and these roadblocks will try to overshadow the child's inspirational goals. At this point the fathers take the responsibility and try to protect their children. The 40 sec virtual treat brought out the brands message of planning, security and protection. Commenting on the campaign Sriparna Sinha, Head - Brand & Corporate Communication, SBI Life said that, "We felt that it was necessary to communicate the importance of being insured, but in a refreshing, relevant and engaging manner. Augmented reality is one of the technological media to send across this message on Father's Day. Being market leaders, we felt it was important to make people realise that it is not only what they do when they are around that makes them a responsible parent but also when they are not. Our new brand engagement activity sets out to remind people of just that."●

