

DEBRIEF

AD REVIEWS BY **ANIL THAKRANEY**



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Birla Sun Life: Fab use of cricketers



Here's a stunning example of how to use celebrities in advertising. Especially cricketers, who are usually made to perform the most bizarre, the most incredible stunts in TVCs. (Recall Ganguly shaking his wobbly leg in the Hero Honda commercial, and that's just one of the many comic ads with cricketers.)

Birla Sun Life Insurance, a part of the Aditya Birla Financial Services Group, has hopped onto to the cricket gravy train, and has hired Yuvi and Viru (and a couple of younger cricketers) as its brand ambassadors. To

endorse 'Wealth with Protection Solutions'.

The idea is quite powerful and provocative. For the first time we get to view the human side of our sports stars, we get to discover their deepest insecurities, of their fear of failure. In a very warmly and tastefully shot candid-camera-like commercial, Viru worries aloud this thought: 'Jab tak balla chalta hai, thaata chalte hai. Warna...'

Their concerns tie in wonderfully with ours. That, today we have a career, we have a job, we have the moolah, but

CLIENT:
**BIRLA SUN LIFE
INSURANCE**
AGENCY:
JWT, MUMBAI
CCO:
SENTHIL KUMAR

what if things go horribly wrong tomorrow? The realisation that the world has no time for losers. I guess all of us on some level would empathise with this fear, which always lurks within us.

God knows how many people lost their jobs during the current financial slowdown, so the timing of the idea could not have been more apt. And nicely weaved in with this greatest anxiety of ours is Birla Sun Life.

However, while the use of cricket stars is a wonderful idea (they experience sudden highs and lows in their careers), I think this campaign should feature people from all walks of life, and should not be restricted only to celebrities. Because in this power idea, the emotion of insecurity is the real hero.