



Hope you are not leaving your dreams for your future to 'luck by chance'

The latest campaign from Birla Sun Life Insurance once again aims to provoke mass India - this time under their Protection Solutions banner - to not leave their dreams to fate.

Today's young Indians are an optimistic and confident lot who believe that they can write their own destiny. They have big dreams for themselves and their loved ones. And thanks to the hard work that they put in, they are confident of making these dreams come true, one by one; in fact they not only want to achieve them much earlier than their previous generations did, but also aspire to retire before their legal retirement age.

Thanks to the benefits of economic liberalization that have permeated beyond the metros to even the smaller towns of India, this confidence has made the common man believe that he is the master of his fate.

But luck may have different things in store for them. Their dreams could always remain as dreams, if something else is written in their fate. Something unexpected. Something unpredictable.

And one doesn't have to really jog one's memory too much, as the stories of unpredictabilities of today's life, feature quite often in the papers; be it a senior executive who died in a freak accident or another case of a top advertising executive who passed away, while playing squash.

The more important point however is that while these ambitious Indians have a blueprint for their life and life goals to achieve, very often they are not prepared for the vagaries of fate.

In spite of the fact that they are aware of the many unexpected things that have happened to people around them, sheer inertia or belief that it only happens to others, stops them from taking any proactive action. A single decision to take a Protection policy can ensure that their dreams come true, despite any act of fate.

The average Indian's apathy and inertia is evident from the fact that the pure protection category merely contributes to **3%** of the total industry premium. This brings to fore the reality that a large population base is leaving their dreams to fate or destiny.

That is what set the foundation for the new campaign from Birla Sun Life Insurance.

The task at hand being to create relevance and move people into action - a tough challenge for an industry that has been trying to do so for the last 55 years.

Ajay Kakar, Chief Marketing Officer – Financial Services, Aditya Birla Group, says,

“As a brand, we consider it our mission to provoke mass India into realising the many roles which insurance can play in their lives. We have been successful in doing so, with our Wealth with Protection Solutions campaign with Yuvraj and Sehwaq, followed by our Children's Future Solutions campaign. We now want to do the same with our Protections Solutions campaign.”

The communication aims to create an emotional connect and empathy with the aam aadmi, by showing a slice of life situation which can happen with any young couple, staying in metros or small towns. They share each other's dreams and are thinking about their future, which they are eagerly looking forward to – just when they come face to face with the unpredictability of life. The attempt here is not to challenge the consumer's confidence (and switch him off), but sensitize them in a thought provoking way.



Talking about the new communication campaign, Nandita Chalam, Vice President & Executive Creative Director, JWT says

“India is a young and optimistic nation where most people believe that they can create their own destiny. Therefore to sell Protection Solutions from Birla Sun Life Insurance, we at JWT had to find a way of making people aware of the fragility of life without frightening them. We managed to do this by adopting a tone that is provocative yet empathetic.”

The TVC portrays a young working couple who is on their way home from work, on a normal working day. Suddenly they have a lucky escape from what could have been a fatal accident. This completely shakes them up. It is at this crucial point that Birla Sun Life Insurance puts forth a thought-provoking question to the viewer “Can you afford to leave your dreams to chance?” The film ends on a positive note with the couple realising that there is a lot that need to do, to live their dreams.

Through this TVC the company aims at urging viewers to not leave their dreams to chance but to protect them. And towards this key need Birla Sun Life Insurance offers a spectrum of Protection Solutions.

The TVC is scheduled to go live by November 04, 2011 and will be seen across all leading television channels. In the time to come you will witness an array of initiatives that will help BSLI reach out across the country with the theme of ‘safety, security and protection’. These will span television, radio, outdoor, below the line and digital media.

Campaign details:

- Creative Agency: JWT India
- Director for the film: Amit Sharma
- Production House: Chrome Pictures
- Media Planning: Mindshare
- Language: Hindi / other regional
- Duration: 45 seconds
- National Campaign Launch: 4th Nov, 2011
- JWT Team that worked on the film:
 - **Creative:** Tista Sen, Nandita Chalam, Dipesh Kowarkar, Siddharth Joglekar, Kunjika Talpade
 - **Servicing:** Samarth Shrivastava, Swati Bobde, Vineeta Sukhija, Amita Servaia
 - **Planning:** Rajesh Mehta

About Birla Sun Life Insurance:

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerate and Sun Life Financial Inc, one of the leading international financial services organizations from Canada. With an experience of over a decade, BSLI has contributed to the growth and development of the Indian life insurance industry and currently is one of the leading life insurance companies in the country. BSLI offers a complete range of offerings comprising of protection solutions, children's future solutions, wealth with protection, health and wellness as well as retirement solutions and has an extensive distribution reach over 500 cities through its network of around 600 branches, over 141244 empanelled advisors and over 200 partnerships with Corporate Agents, Brokers and Banks.



The AUM of Birla Sun Life Insurance is close to Rs 19321 crs and it has a robust capital base of over Rs. 2450 crs as on September 30, 2011. For more information, please visit www.birlasunlife.com

About Aditya Birla Financial Services Group (ABFSG)

The Aditya Birla Financial Services Group (ABFSG) has built a significant presence across its verticals, viz life insurance, asset management, NBFC, private equity, broking, wealth management & distribution and general insurance advisory services

The seven companies representing Aditya Birla Financial Services Group are Birla Sun Life Insurance Company Ltd., Birla Sun Life Asset Management Company Ltd., Aditya Birla Finance Ltd., Aditya Birla Capital Advisors Pvt. Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd, and Aditya Birla Insurance Brokers Ltd. ABFSG is committed to being a leader and role model in a broad based and integrated financial services business. Its 7 lines of businesses, with about 5.5 million customers manages assets worth about Rs. 88,300 Cr approximately and prides itself for having a talent pool of about 15,000 committed employees. ABFSG has its wings spread across more than 500 cities in India through over 1700 points of presence and about 200,000 channel partners. This allows ABFSG to offer its customers virtually anything under financial services except a savings or current account. With revenue of over USD 1.4 billion (in 2010-2011) ABFSG is a significant non bank player.

ABFSG is a part of **Aditya Birla Nuvo Ltd (ABNL)**, a USD 4 billion conglomerate having leadership position across its manufacturing as well as services sector businesses. ABNL is a part of the **Aditya Birla Group**, a USD 35 billion Indian business house operating in 33 countries across the globe.

About Sun Life Financial

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As of June 30, 2011, the Sun Life Financial group of companies had total assets under management of \$474 billion. For more information please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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