

## **SBI Life Launches New TVC – Kuchapnokeliye, kuchapneliye to Promote its New Endowment Plan**

**Mumbai, January 23, 2017:** SBI Life, one of the most trusted private life insurers, launched its latest TVC campaign for 'SBI Life – Smart Bachat' plan, titled –Kuchapnokeliye, kuchapneliye(now fulfil your family's wishes along with your own). The Campaign has been created by Orchard Advertising. The TVC has an emotional appeal through which it connects with the audience, laying emphasis on the idea of not having to compromise one's wishes while ensuring family's protection.

The TVC opens with a family in an airport, where they spot a famous cricketer and run towards him to get a glimpse. First, the ladies from the family urge to take their photos with the cricketer and then the children and senior members insist on doing the same. All this while, the protagonist (father) keeps clicking photos even though deep down, he too wants a photo with the cricketer. Everybody starts leaving and the father is sad that he could not fulfil his wish while fulfilling for others. Just then, the cricketer taps the father's shoulder and asks him to take a selfie with him, for which he poses happily and a voice over plays towards the end—*It feels so good when you find a little joy for yourself, while securing your family's happiness.*

**Speaking on the launch of the campaign, Mr. Ravindra Sharma, Head – Brand and Corporate Communication, SBI Life,** said, *"People feel life insurance is important yet they don't buy it, as they don't see any benefits for themselves in it. They realize that while securing family's future is important, it should also add value to their own lives. While buyers have evolved in their needs, life insurance brand communication hasn't evolved at the same pace. The role of the insurance buyer as the 'selfless' provider has not changed in category communication over the years. This presented a great opportunity for SBI Life to change the conversation in the category and connect strongly to the life insurance buyers of today."*

**Explaining the campaign, Sharmine Panthaky, Head of Office, Orchard Advertising, Mumbai,** says: *"In a category full of parity products, building relevance and differentiation over functional attributes wasn't going to move the needle. The only way to achieve our task was to connect with our audience over a strong emotional truth. The insight we hit upon was an enduring cultural truth of today, which is - we are increasingly investing in self. The product has dual benefits of enabling protection and savings, so we summarized with the phrase "Kuch apno ke liye, kuch apne liye", which brings out the essence of the offering and connects with the audience.*

**Client Name:** SBI Life Insurance

**Agency Name:** Orchard Advertising Pvt Ltd

**Creative team:** Vikram Pandey(Spiky), Amod Dani, Brahmesh Tiwari, Vishal Nicholas, Vishesh Jain, Mandar Acharekar, Bhakti Vichare, Sonal Jadhav and Ravindra Borkar

**Client servicing team:** Sharmine Panthaky, Kevin D'Silva and Maaz Memon

**Strategy team:** Amritraj Thakur and Vineet Singh

**Production House:** Superfly films

**Director:** Kopal Naithani

**Producer:** Ranadeep Oberoi and Sukirth Rao