

Insurance awareness council objectives:

- Help consumers understand benefits of life insurance better – feel good about life insurance
- Get a larger share of the consumer's wallet – both protection and long-term savings – we have one of the lowest policy densities in the world with an average customer holding only 1.2 policies
- Place the sellers favorably in front of the prospect- Start with trust when the door is knocked
- Nudge the consumer to act and feel proud to act responsibly by securing the future of their families
- Help the industry overcome the persistency problem and educate the population of the checks and balances which companies deploy, the safety net which the IRDA has created, the capital companies hold- all of which ensure market conduct is of a good standard
- Other details on the campaign brief to be lifted off from creative brief

Phase 1 media summary:

- Integrated media launch Dec 19 - Jan 20
- Impact launch: > 25 Cr. People across leading TV, digital, print, radio, and OOH channels
- 35% increase in life insurance search trends in Dec-Jan'20 over Dec - Jan'19 (google trends)
- FB brand lift study indicated 56.7% awareness of Sabse Pehle Life Insurance
- Digital delivery: 2 Bn Impressions | 12 weeks campaign period | 0.4 bn video views

TG summary:

MF 22 - 50 NCCS ABC (Male as decision maker, Female as influencer)

Psychographics:

- Salaried individuals who want to provide a secure future to their family
- Business Owners or self-employed who are concerned about the security of their family in case of loss of income or death

Market:

- All India Urban (with Rural rub-off), Top 40 cities

Media objectives & guidelines:

- To continue educating & driving positive imagery, continuity of advertising Sabse Pehle Life Insurance
- To prioritize sufficient reach across geographies/markets mentioned in the TG
- Screen agnostic planning to maximize awareness & consideration & imagery for life insurance
- ~70 Cr. media outlay for integrated campaign till Mar'2022. Indicative spends for FY'23 – ~140 Cr.
- Integrated media approach and 360-degree surround media planning TV: Digital: Non-TV:: 65:20:15
- Driving advocacy and conversations for life insurance, benchmark to AMFI and other similar industry initiatives latest consumer trends/ insights understanding and consumption-based media strategy

Other deliverables/expectations:

- Cost & efficiency evaluation frame works for media recommendations (Lower CPRP compared to other BFSI campaigns)
- Coordination across agency ecosystems to drive seamless execution
- Seamless coordination with auditor - to be the key filter on plans and costs
- Agency to also share mechanism for post campaign governance
- Seamless invoicing process with auditor for timely closures - with relevant 3rd party execution proof basis industry standards
- Agency to own quality of media execution across touch points
- Tight handshake within media agency and ecosystem frame
- All agency remuneration elements across touch points to be included in the agreement; no post facto requests to be entertained
- Agency to provide rate cards for additional scope like extended support for creative modification and media parking with channels
- Creative adaptation services for creatives to be recycled from campaign 1 to be provided by the agency as a value addition (upon request)
- Extended credit cycle of 100 days

Evaluation:

- Consumer trends/insight backed strategy
- Integrated media planning - covering TG touch points
- Media cost efficiency
- Campaign effectiveness - GRP output
- Deployment quality checks and other governance framework
- Media mix provided by the agency
- Agency commission
- AVB pass back to be provided as a fixed percentage of the total spends

Key callouts:

- Media vehicles to be recommended basis changing consumer patterns (agency to recommend role (if any) of Radio/Print/Outdoor in the research will be activated pre-post campaign - will be used as MOS for the campaign delivery)
- Existing creatives for the current Phase 1, later to be replaced by new creatives in Phase 2
- Plan to be evaluated on all adult audiences with special focus for male audiences

RFP details:

- Multiple agencies will be evaluated for this brief
- Agency will be on-boarded for a period of 1 year (12 months from the month of on-boarding)
- The agency can only pitch for Traditional media + Digital + Public Relations as an integrated service
- The agency can involve their respective subsidiaries/partnerships/associations for Public Relations, however Traditional media and Digital media to be executed by the bidding entity only

Creative links:

<https://www.youtube.com/watch?v=F4esRkg1078>

<https://www.youtube.com/watch?v=WxKnZ6MHt1E>

Important instructions offline:

- TV plan should include reasoning for genre selection & channel selection. All the relevant data points such as genre share & affinity, channel share & affinity, RnF from BARC, reach build up & marketwise GRPs should be present in the plan
- TV Plan should be vetted by a senior planner
- Any discounting to GRPs on account of festivals or impact should be called out explicitly
- Premium positions for TV (first 2/ last 2): Prime Time/ CPT/NPT to be mentioned
- Print (if recommended) - top publications for market (English + Regionals); Mornings + Financials
- News genres to be given preference

Digital:

- There should be an explanation for selection of target audiences for the various platforms (search/display - video & static/social)
- Agency to provide R&F scenarios to ensure maximum reach
- VTR, CTR, SOV other digital metrics from previous campaign execution to be taken as benchmark

Insurance Awareness Council – PR Agency proposal

Partnership objective:

- Build a compelling story around the 'need for LI'
- Move awareness to protection gap and urgent need to bridge that gap
- Educate consumer around 'risks that the LI companies take on behalf of the consumer when writing policy
- Advise IAC on engagement strategies to address range of influencer groups who shape consumer perception and behavior
- Identify & proactively leverage communication opportunities based on topical events relevant to the company & the sector [Covid would have been one]
- Build factsheets on industry [a ready reckoner], including facts, figures, market developments in the last 20 years. Take responsibility for regular updates
- Generate awareness around the 'types' of options available, for different segments
- Address trust issues [mis-selling...] by citing technology and transparency it accrues

Identified lacunae:

- Lack of trust & transparency owing to long term propositions
- Losing out to MFs and other financial instruments that show immediate gains

Markets covered:

Services to be provided in India primarily in Mumbai with outreach in other cities viz. Delhi, Hyderabad, Kolkata, Chennai, Bangalore, Ahmedabad, Pune, Jaipur, Lucknow, Cochin, Ahmedabad. Stringer services to include Cat B and Cat C cities and towns.

Key deliverables:

Developing editorial content for the media including, factsheets, features, authored articles, etc.

Assist IAC in managing physical and virtual events to address target media such as press conferences, select briefings. Primary objective is to turn around consumer sentiment for more people to embrace Li as the preferred financial protection instrument

Sr. No.	Activity	Purpose	Mode	Geography	Timelines	Number of activities/ locations
1	Press Release	Announce campaign 2nd phase	Release	All India	Launch day	1
2	Industry Survey (Pre campaign)	Highlight current state, need for LI campaign and growth potential	Release	All India	Week 1 of launch	1
				Regional (Key markets)	Within first 2 weeks of launch	4
3	Interviews with Mr. Bhattacharya	Facets of survey, insights on campaign approach & messaging, media planning	One on one interaction	All India (Main Line)	Within 2 weeks of launch	2
4	White Paper	Specific product categories - current penetration, need gaps	Release	All India	2nd month of launch	2
5	White Paper	Industry's service benchmarks and focus areas, compare with other sectors if possible	Release	All India	3rd month of launch	1
6	Consumer response to campaign (post)	Impact of campaign, next steps	Release	All India	Report finalization	1
				Regional (Key markets)		4

Agency evaluation

Sr.No	Parameter
1	Strategic counsel
	Geographic cover
	Pedigree of Management and team
	Senior media relations
	Client list and nature of engagement
2	Knowledge of industry
	Knowledge of LI industry [all companies]
	Products & services [understanding of products & solutions]
	Metrics & measurement tools deployed
3	Track record / demonstrated Performance
	Creativity / Innovation
	Case studies
	Client references [preferably BFSI, specifically LI]
4	Attitude
	Responsiveness [during presentation and before]
	Service attitude / enthusiasm
	Eagerness / willingness to gain account
	Chemistry

- PR agency shall be evaluated and on-boarded on a project basis
- Total cost to be provided for the PR activities