

AEGON Religare Life Insurance reveals new campaign to help people plan better for their retirement

By Aegonreligare

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AEGON Religare Life Insurance now launches best pension plans after retirement.

Mumbai : In August 2008 K.I.L.B. became a near household word as the launch campaign for AEGON Religare Life Insurance exhorted people to guard themselves against the ills of under insurance or Kum Insurance Lene Ki Bimari. After a successful launch campaign which garnered more than 45,000 enquiries AEGON Religare Life Insurance launches it's second campaign this time talking about the need to plan for retirement. From a brand perspective the over-riding philosophy continues to focus on informing and educating customers as part of the company's vision to help people plan their lives better. The campaign launches on January 5, 2009 and once again stars Irrfan Khan who was also part of the K.I.L.B. campaign.

The entire product positioning has been based on extensive consumer research, which the company undertook prior to finalizing the product design. Commenting on the campaign development Pradeep Pandey – Director Branding and Communications said “Research indicated that most consumers understand the need for retirement planning but do not have any idea of how to go about the process – how much and for how long? Along with this basic problem inflation was a big concern and also the fact that they would not like to be dependent on their children once they start earning. The campaign addresses these key concerns.” Irrfan Khan delivers a telling message home in his straight talking direct from the heart delivery.

Says Yateesh Srivastava – Chief Marketing Officer “The opportunity for retirement solutions is huge. Today lifestyles are different and social norms are changing. As a society we are becoming more nuclear hence people wish to reduce their dependence on their children post retirement. Given increasing life expectancy it is imperative to plan effectively. Despite these factors even today only 13% of India's workforce is covered by some kind of retirement or pension plan.” The objective of the campaign is to make consumers realise that saving systematically for retirement is as important as earning for today and provide them with definitive solutions.

Says Rajiv Jamkhedkar, CEO, AEGON Religare Life Insurance, “Being a part of the industry, we felt there was a strong need to educate customers about planning for their retirement and how to go about it factoring in issues like inflation. This campaign which is a multi-media campaign covering television, press, out of home and digital tries to do just that. We not only tell the customer how important planning for retirement is but also tell them how they should go about it – the how much for how long – through use of innovative tools and calculators. We are all very excited about the product category and the campaign itself. This is part of our ‘refreshingly different’ approach.” The campaign will be seen and heard across the country for 6 weeks and has a budget of approximately Rs 10 crore.

The campaign was conceptualised by Contract Advertising, produced by Apocalypso Films and directed by Pradeep Sarkar of the Parineeta and Laaga Chunari Mein Daag fame. He also has many popular ad films to his credit, including the Kum Insurance Lene Ki Bimari (K.I.L.B.).

The campaign uses an innovative technique to switch between the present and the future and Irrfan Khan is the protagonist / advisor who sets up the problem and then reveals the solution. There are two ad films of 45 seconds and 20 seconds each.

AEGON Religare Life Insurance is the coming together of AEGON, one of the world's largest life insurance and pension groups and Religare, one of India's leading integrated financial services groups.

AEGON's businesses serve over 40 millions customers in over 20 markets throughout the Americas, Europe and Asia, with major operations in the United States, the Netherlands and the United Kingdom. With headquarters in The Hague, the Netherlands, AEGON companies employ more than 30,000 people worldwide. The company's common shares are listed on four stock exchanges: Amsterdam, London, New York and Tokyo. It manages EUR 271 billion in assets under management. AEGON has more than 160 years of experience with its roots going back to 1844. <http://www.aegon.com>

Religare Enterprises Limited (REL) is one of the leading integrated financial services groups of India. REL's businesses are broadly clubbed across three key verticals, the Retail, Institutional and Wealth spectrums, catering to a diverse and wide base of clients. REL offers a multitude of investment options and a diverse bouquet of financial services with its pan India reach in more than 1550 locations across over 460 cities and towns. REL also currently operates from 10 countries globally following its acquisition of London's oldest brokerage & investment firm, Hichens, Harrison & Co plc. <http://www.religare.in>

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