

News monitored for: Canara HSBC Life



NEW YEAR MESSAGE - "PROMISE KIYA! AB PLAN KARO"

Private life insurance player Canara HSBC Oriental Bank of Commerce Life Insurance has rolled out their brand campaign "Promise Kiya! Ab Plan Karo" for 2018-19. The essence of the campaign emanates from the company's brand essence "promise" and the tagline "Aapke Vaade Sar Ankhon Par". The new ad campaign by the company will have three television commercials which aim at providing awareness and the importance of proactive planning for right solutions with respect to financial needs for retirement, child future and unforeseen circumstances.

The campaign will primarily cut across all target groups and age bracket between 20-55, while talking about individual protection plans, child future plans & retirement plans.