

BE Exclusive: Canara HSBC OBC Life Insurance ropes in Sanjay Manjrekar for 'Depend on Us' campaign

The campaign is primarily aimed at driving engagement via social media to build an instant connect with the audiences...



Sanjay Manjrekar tells the story of Cricket World Cup 2011 in the first film

Canara HSBC Oriental Bank of Commerce Life Insurance has come with its new digital campaign around IPL- 'Depend on Insurance', which showcases the vitality of having a life insurance policy for the unprecedented times. It has come up with a series of five digital videos to make awareness more prominent amongst the citizens.

The campaign aims to reflect the similarity between the cricket ground, and real-life where one single moment or a decision can be a lifesaver or a game-changer.

Tarannum Hasib, chief distribution officer, Canara HSBC OBC Life Insurance, told ETBrandEquity.com that when people are looking for dependable solutions, the company thought it would be appropriate to bring forth the importance of insurance and reinforce its value as the 'most dependable product' through a series of web films that emphasise the thought - in times of uncertainty, 'Depend on Insurance'. 'Depend on Us.'

To take this message forward, the company has roped in Sanjay Manjrekar, former cricketer and cricket commentator.

Watch the film here:



"We wanted a face for the campaign who knows the inside-out of cricket, someone who has been both on the pitch and off the pitch and can share both points of view. While there were a few options that fitted the bill, we selected Sanjay Manjrekar as the face as he is an Indian cricket commentator and former cricketer," she added.

She also said that the main objective through the campaign is to establish that 'whether it is cricket or life - when you are on a sticky wicket, you need someone you can depend on.

"Our earlier campaigns revolved around establishing our brand platform 'enabling customers to fulfil their promises to their loved ones.' This campaign is about Canara HSBC OBC Life Insurance's promise to customers; that we are a dependable insurance company, you can depend on us," she said.

The campaign aims to capture the insight of the current pandemic situation. "COVID-19 has created a lot of uncertainty and insecurity in people's minds. People worry about their family's future in these uncertain times. Not knowing when the situation will improve, they want to secure the future of their family. This insight led us to create a campaign that positions insurance as the answer to all their doubts when it comes to their financial security, and their family's well-being, and thus the campaign," she added.

The company picked IPL as the appropriate time to maximise the reach and it draws a parallel between cricket and insurance.

"We all know India's fascination with cricket and its stories, so with IPL season going on, cricket fans will be following their favourite cricketers who they believe are dependable and deliver performance. Our campaign draws parallels between cricket and insurance, with the dependability angle. During the pandemic, IPL brings a positive stroke to all its viewers and our campaign adds to the positivity by giving solutions and protection from a dependable brand," she added.

In the campaign, each story ties the dependable player who helps the team sail through the match to real-life situations where you need someone dependable in tough times, which is being equated to insurance.

Link:- <https://brandequity.economictimes.indiatimes.com/news/marketing/be-exclusive-canara-hsbc-obc-life-insurance-ropes-in-sanjay-manjrekar-for-depend-on-us-campaign/78387179>