

**Task :**

Outdoor campaign for Future Sanjeevani Plus from Future Generali Insurance Limited.

Objective :

Having tasted success with for its Yoga campaign for Future Freedom Plus, within a span of a month came another outdoor campaign for Future Sanjeevani Plus. The USP of the product being that the customers need not worry of their investments being “locked” away like any other products currently available, but being accessible in case of need. To communicate the message an outdoor creative was designed by Ogilvy using a open safe. The creative communication being “Investment Pe Tala Na Lage”.

Challenge :

Touchpoint, the design division of OAP, figured out that the viewing angles of billboards is completely different from other media like TV or newspaper or magazine or even bus shelter.

Solution :

Touchpoint recreated the safe with perspectives of a 3-dimesnional safe, as would be viewed from various angles and heights. This when juxtaposed with the hoarding surface gave a real 3D effect of the safe. This saved huge sums clients usually spends on fabricating 3D cutouts and also bypassed the logistical nightmare. The client was really upbeat with the outcome.

That was not all, in a prime location in the heart of Mumbai in Prabhadevi. OAP did create a real 3D safe and put it up on a hoarding. Its just not about the 7ft. by 7ft. structure, but the life-like monies stacked inside and the movement of the door and the locker that was mesmerizing. People were seen sticking out their camera phones and happily clicking.