



**Task :**

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

**Objective :**

The key objective is to convey very effectively that this is the only ULIP product that has flexible fund options and flexible payment terms.

**Challenge :**

Bringing alive the concept of Flexibility. Adds to the woes is that Insurance sector does not believe in innovative execution at all.

**Route :**

To convey the core idea, all the 100 billboards across 20 cities had showed a person in different postures of easies and flexible form of exercise yet the most effective one in yoga.

**Innovation :**

In Mumbai on mobile hoardings the yoga exercise was actually shown with real movement with a life-like dummy. Also to drive a point on how to use the medium as the message, OAP created a campaign design, in which the entire billboard was shown as a flexible unit. This was a work of art by their in-house team of designers and architects. However this was not part of the bigger campaign, and was used as an example to show how outdoor medium work harder.