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Dubbed in four languages, the campaign will be promoted on various digital channels including YouTube and Facebook to maximise the reach in relevant geographies...



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Updated On Feb 2, 2022 at 05:49 PM IST

Future Generali India Life Insurance (FGILI), has recently launched the 'Trust' campaign #BharosaPapaJaisa. The campaign reiterates the trust that individuals have in their fathers being the key decision-makers and believes that fathers are the ones to protect them with the #BharosaPapaJaisa campaign.



A still from the ad

Further, through the 360-degree campaign, Future Generali India Life Insurance wants to convey its offering of being the most trusted advisor and solution provider helping consumers secure their financial future, the company said in a press statement.

The campaign with three digital films has been launched in three phases with different storylines, revolving around the challenges faced by customers while they interact and transact with the insurance category.

Advt



Recently the second ad was launched. The story focuses on how customers are bombarded with spam messages and calls promising fabulous returns and luring them to purchase the policy. Through this video, the company is trying to bring out the message that there are several options available in the market but customers should choose with caution.

Ashish Tiwari, chief marketing and digital officer, Future Generali India Life Insurance said, “In our society, in most households, the father is the sole provider and financial decision-maker of the family. He is the one responsible for the family’s well being and comfort. And since the father is our core TG, we want to keep him in focus to tell our campaign story. Future Generali India Life Insurance stands for protection and prevention, these are two key pillars that build trust in any relationship. We have used real-life examples and situations that all of us face while communicating our story and I am certain that this would help educate consumers to take advice from experts, and become part of our growing community of consumers who trust us for looking after their interests.”

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