

Trendies Awards 2024

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Advertising • 2 Min Read

Future Generali celebrates 'Bharosa Papa Jaisa' on the occasion of Diwali in new ad

The campaign echoes the trust and faith that every family has in their father.



BE Staff, • ETBrandEquity

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Life insurance brand, Future Generali India Life Insurance Company has launched its Diwali campaign.

Every father is committed to the happiness and security of his family which is brought out through this new campaign, the company stated in





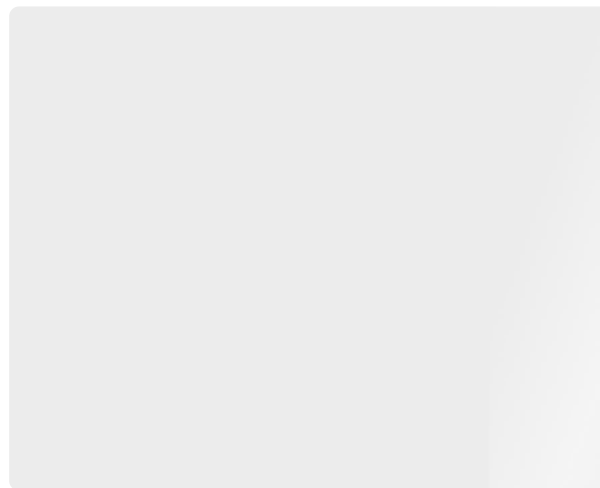
A still from the ad

digital platforms.

The campaign film gives an overall warmth and pleasant feel with its vibrancy, festive music and story.

The campaign highlights how fathers do what it takes to ensure the family's protection and happiness by adding a fresh perspective.

Advt



This helps him win his family's love, trust and respect. All fathers prioritise protection and care and these are values important to Future Generali India Life Insurance as well, the company stated.

The campaign echoes the trust and faith that every family has in their father. The belief is that a father will always be there in times of need



The story showcases little Aditi awaiting for her father's arrival to show her *rangoli*. The father enters all excited and busy on a call not realizing and stepping on the *rangoli*. This upsets the little girl, who is no longer interested in any celebrations.

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To convince her, the father decides to turn things around and bring in some fun elements using *rangoli* colours, just like we do in Holi. This distracts Aditi's mood and she chases him with her vibrant laughter and colours.

Amid all the fun, just when she is about to fall, her father comes to her rescue as her protector in whose arms she feels most comfortable and safe. There is a change in mood and the family proceeds to begin their Diwali celebrations.

The campaign ends with a song in the background that says "*Tu hi mera tyohaar hai, tera bharosa hi mera pyaar hai...*" - You are my celebration, your trust is your love for me.



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Bruce de Broize, managing director and chief executive officer, Future Generali India Life Insurance said “Diwali is a festival of lights bringing in health, happiness and prosperity. Fathers symbolise the primary breadwinners who bring light, joy and happiness to their families. The ‘*Bharosa Papa Jaisa*’ campaign has always received immense love and support from our customers, partners, distributors and employees.”

Watch the video here:

Yeh Diwali, Papa Jaise Bharose Wali | Future Generali India Life In...

