

seventeen  
of two



# Digital Launch Case Study

## Who are they?

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Edelweiss Tokio Life Insurance Company is scaling new heights by taking the responsibility of protecting people's dreams and aspirations with their quality, customer-centric, and cost-conscious insurance plans.

Over the years, they have received many awards for their best in class insurance plans in health, retirement, investment, and many such goals in our life.

Edelweiss Tokio Life, took up the challenge of breaking the negative misconception around organ donation in India.

## What did they want?

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In today's age, there are innumerable experiences that one can enjoy; as long as financial responsibilities don't hold them back. The team at ETLI understood this in the times of the pandemic, and thus created a new insurance product called **Active Income Plan** which provides its beneficiaries a second income right from their 2nd year of investment.

As the launch was set during the pandemic and subsequent lockdown, they knew they had to **get creative with their strategies to reach their target audience**. That's where we, 1702, as their digital agency on record, came in to **provide a seamless digital experience, that would bring impactful results**.

## How did we help?

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Understanding the needs of the target audience, our team collaborated with ETLI to amplify **“Ab Milegi Income Har Haal Saalo Saal”**.

This core messaging aimed to convey to our TG that no matter what, they will always have a nest egg from their Active Income plan to rely on whenever they need it.

ETLI also observed the scenario during the time, and picked the pandemic hero, **Bollywood superstar Sonu Sood as the product ambassador for this campaign**, as he was a symbol of reassurance and safety during this time.

ETLI was one of the **first brands** pan India to identify **Sonu Sood** as a rising star even before he came up in the media regarding his phenomenal work for the immigrants. He was roped in as the **product ambassador for Active Income Plan** because of the work done by him during the pandemic.

## Product Positioning

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“Ab Milegi Income Har Haal Saalo Saal”

The campaign ‘Ab Income Milegi Har Saal, Saalo Saal’ highlights the reassurance of a continued additional income in any and all circumstances

# Digital Launch

## Media Creatives



Edelweiss  
Tokio *life*  
zindagi unlimited

Catch **Sonu Sood** **LIVE**  
at the first-ever virtual product launch.

Stay tuned as  
Sonu reveals the  
**Active Solution!**

Wednesday,  
8<sup>th</sup> July, 2020  
4:00 - 5:30 PM

[Register Here](#) To block your seat! **Hurry Up!**

For internal circulation only



Edelweiss  
Tokio *life*  
zindagi unlimited

The First-Ever **Watch LIVE**  
**Virtual Product Launch**

A star-studded affair with a  
**Special Bollywood Celebrity**

Stay tuned for this  
**InterActive** event

8<sup>th</sup> July, 2020  
Time: 4:00-5:30 PM

[Register Now](#)  
To be a part of this big launch!

## Digital Launch



Sonu Sood in conversation with Abhishek Gupta-CMO of ETLI during the exclusive launch of the 'Active Income Plan' campaign for employees and stakeholders

# The Nitty Gritties

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- The posts for the **pre-buzz activities** had a two-pronged approach to drawing interest:
  - **Virtually meeting Sonu Sood**
  - Offering people a **whole new way of Activating Income** to achieve dreams, no matter the circumstances.
- ETLI launched a **series of DVCs** that gave viewers a better understanding of the benefits they get by opting for this plan.
- With **topical posts**, we kept the audience hooked to the **core messaging** and **encouraged user-generated content** for further engagement
- One of the biggest pain points during the pandemic was to collaborate with influencers in the **finance, positivity, and parenting areas**. We helped solve and execute that too.

## Pre Buzz Activities

Edelweiss Tokio *life*  
zindagi unlimited

An Active Plan  
that gives your income  
**DA BANG** it needs!



Register now to watch Sonu Sood live

For internal circulation only

Edelweiss Tokio *life*  
zindagi unlimited



Bade Parde ka  
**Superstar**,  
ab aapki madat karne  
ke liye hai taiyyar.

Click Here  
To register for an exclusive launch

For internal circulation only

Edelweiss Tokio *life*  
zindagi unlimited

Activate your income to  
reach your **dream destination**

Click Here to board the bus



For internal circulation only

# User Generated Content



Tell us what keeps you **Activated**

## Har Haal Saalon Saal

& stand a chance to be featured on our page!



\*T&C Apply



Tell us what keeps your zindagi activated  
**Har Haal Saalon Saal**  
& get a chance to be featured on our page



\*T&C Apply



Thank You for sharing your secret to What keeps your Zindagi active!

Our secret?  
Your support & Love!  
**Har Haal Saalon Saal!**

# Topical and Moment Marketing

Edelweiss Tokio *life*  
zindagi unlimited

When you **accidentally** type

😬 😬 😬 😬

Income plan

Income plan

Active Income Plan

Income plan

#WorldEmojiDay

\*T&C Apply

edelweisstokio.in

Edelweiss Tokio *life*  
zindagi unlimited

Ensure your **Family's Dream** are met even in case of any eventuality

Get life cover and regular **Income till age 99** with Edelweiss Tokio Life **Active Income Plan**

Buy Now

\*T&C Apply  
Adv# no: BN/0958/AJ/2020-1604

edelweisstokio.in

Edelweiss Tokio *life*  
zindagi unlimited

Get a regular **Tax-exempted Income\*** and **Life Cover** option till age 99 with Edelweiss Tokio Life **Active Income Plan**

Buy Now

\*T&C Apply

edelweisstokio.in

Edelweiss Tokio *life*  
zindagi unlimited

**Income Jo Chale Teen Generations**

Get life cover and regular **Income till age 99** with Edelweiss Tokio Life **Active Income Plan**

Buy Now

\*T&C Apply

edelweisstokio.in

Edelweiss Tokio *life*  
zindagi unlimited

Now Fulfill All Your desire With Regular Income Even After You Retire!

Get life cover and regular **Income till age 99** with Edelweiss Tokio Life **Active Income Plan**

Buy Now

\*T&C Apply  
Adv# no: BN/0957/AJ/2020-1605

## Results

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The DVC launch video on [YouTube](#) hit its mark, with **1.8M+** views within a week of launch.

The combined reach on Instagram, Facebook and Twitter was **30k+**. Collectively, they amassed **8.4k** impressions with **2k+** views. The videos on these platforms got people to **850+** engagements.

# The DVC Launch



Video views: **1.7 k**  
Impressions: **3.9 k**  
Reach: **3 k+**



Reach: **30 k**  
Total Clicks: **1.2 k**  
Engagement: **700+**



Video views: **1.8M+**



Video views: **450+**  
Impressions: **4.5 k**

# Media Appreciation

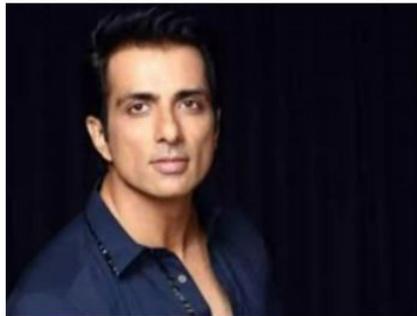
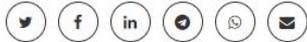


## Press release & Articles

### Edelweiss Tokio Life ropes in Sonu Sood as product ambassador

*The insurer hopes to highlight the need for continual income in every circumstance through this ad campaign...*

ETBrandEquity • Updated: July 09, 2020, 19:35 IST



*Edelweiss Tokio Life Insurance roped in Sonu Sood as the product ambassador.*

Edelweiss Tokio Life Insurance, a joint venture between the Edelweiss Group and Tokio Marine Holdings Inc. of Japan, has signed Indian actor, **Sonu Sood**, as the product ambassador for its latest product campaign, Edelweiss Tokio Life 'Active Income'.

### Edelweiss Tokio Life says 'Ab Income Milegi Har Haal, Saalon Saal' with Sonu Sood

NEWS PROVIDED BY  
Edelweiss Tokio Life Insurance →  
20 Aug, 2020, 12:25 IST



*Launches Active Income Plan - A comprehensive income solution*

MUMBAI, India, Aug. 20, 2020 /PRNewswire/ -- Edelweiss Tokio Life Insurance, a joint venture between the Edelweiss Group and Tokio Marine Holdings Inc. of Japan, has signed Indian actor, Sonu Sood, as the Product Ambassador for its latest product campaign, Edelweiss Tokio Life 'Active Income'.



## News & Articles

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### **BEST MEDIA INFO**

Advertising | Ad Craft | Marketing | Television | OTT | Digital | Print | Radio | In-depth

Ad Craft

## Edelweiss Tokio Life signs Sonu Sood as product ambassador, launches campaign

The campaign 'Ab Income Milegi Har Saal, Saalo Saal' highlights the need for continued income in all circumstances

# PR Campaign with Top Influencers

Join us on  
**f** **PREMIERE**  
**Today**  
**4 pm**

Edelweiss Tokio *life*  
zindagi unlimited

**f** **Abhi & Niyu**  
@Followinglovefilms

**f** **Anup Seth**  
CRO, Edelweiss Tokio Life

**f** **Rachana Ranade**  
@CARachanaRanade

Join us as we discuss **Financial balance**  
during **COVID-19** with

₹ Edelweiss Tokio Life  
**Active Income Plan**

# Abhi & Niyu

Abhi and Niyu are a husband-wife content creator duo who started their journey with a purpose to make the internet positive and put positive news in front of people.

With over a million followers on Instagram, they are widely popular among all generations.



**Worries keeping you up at night?**  
Introducing our expert panel that will take your problems away!



**Abhi & Niyu** **Rachana Ranade**

Abhi & Niyu along with Rachana Ranade will be with us on Saturday to talk about **Financial Balance** in tough times.

Join us as our expert panel shares their insights and Opinions stay tuned on our [Facebook](#) page for more details



abhiandniyu 

[Follow](#)  

179 posts   1.2m followers   494 following

Abhi&Niyu | Following Love   
Real videos about everything we love.  
[work@following-love.com](mailto:work@following-love.com)

# Abhi & Niyu

Rachana Ranade is a successful Chartered Accountant and a famous YouTuber.

She covers topics on finance in detail and provides her followers with insights.

Edelweiss  
Tokio *life*  
zindagi unlimited

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Abhi & Niyu

Rachana Ranade

Abhi & Niyu along with Rachana Ranade will be with us on Saturday to talk about **Financial Balance** in tough times.

Join us as our expert panel shares their insights and Opinions stay tuned on our [Facebook](#) page for more details

Profile picture: A black circle with a white and yellow stylized 'R' logo.

**rachanaphadke** Follow

218 posts 69.1k followers 76 following

Rachana Phadke Ranade

- Chartered Accountant
- Teacher
- YouTuber
- Singer
- Entrepreneur
- Investor

[bit.ly/CARRWebinar](https://bit.ly/CARRWebinar)

# #BalanceYourFinance Educational Series

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## Micro Influencer Activity



Aastha Thapa - @theaasthathapa

## Micro Influencer Activity



the crazybutterfly • Follow  
Paid Partnership / Sponsored Post

the crazybutterfly Taking trips, without worrying about tips, because you can! Thank you @edelweiss\_tokio for introducing the Active Income Plan and helping fulfill people's travel dreams while keeping the income stable and consistent so that you can live #zindagiunlimited #travelinfluencer #lifestyleinfluencer #travelblogger #luxurylifestyleinfluencer

33,606 views  
3 DAYS AGO

Add a comment... Post

Veidehi Gite - @the crazybutterfly

## Micro Influencer Activity

Doston ke saath party only when world cup? Unke saath toh party banti hai **every weekend.**

Edelweiss Tokio Life **Active Income Plan**

ensures you have a stress free life with an **alternate income** to take breaks with friends when your heart wants.



#ActivateYourIncome



mylittlemuffin\_mom • Follow  
Delhi - NCR

mylittlemuffin\_mom Little extra fun and party with your dearest and nearest never hurts! Thank you @edelweiss\_tokio for introducing the Active Income Plan that allows being break free with the buddies while keeping the bank account rock steady so that you can live #ZindagiUnlimited

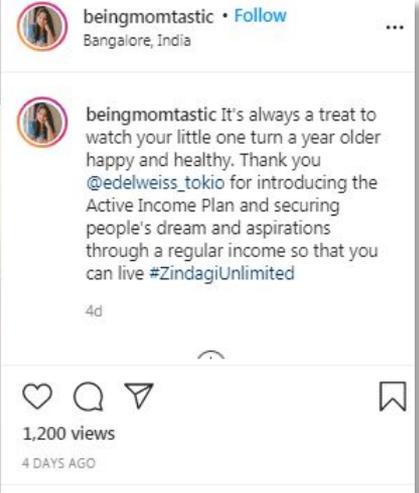
@edelweiss\_tokio

My husband and I believe in saving for ours kids' future as well as our old age and present leisure.

Do you too invest well for your leisure?

Preetjyot Kaur - @mylittlemuffin\_mom

## Micro Influencer Activity



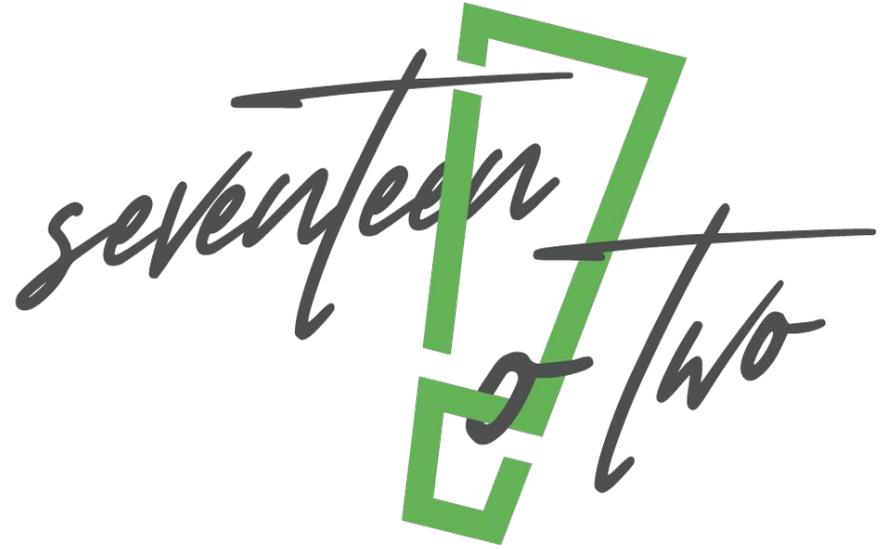
"Our kids look forward to their **birthdays**, taking that away would be a little unfair."

Edelweiss Tokio Life **Active Income Plan**

Gives you a **stable** and **alternate income**, so that you don't miss out on important events.



beingmomtastic



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