

Date: 27.2.2019

Publication: AdAge.com

[Bajaj Allianz Asks Consumers to Not Compromise](#)

By AdAge India Bureau, Published on Feb 27, 2019, 08.00 AM



(Click on the image to view the TVC)

Bajaj Allianz General Insurance launched its new brand campaign redefining the essence of ‘Caringly Yours’. This holistic 360-degree marketing campaign aims to infuse emotions into the general insurance industry which is otherwise perceived as passive, reactive and a transactional category.

Through this campaign, Bajaj Allianz General Insurance aims to transcend the entire category of general insurance from pure evaluation to an emotionally engaging brand. The campaign is designed on the back of innovative solutions that the company offers in each category and all the solutions intended towards eliminating the worries of customers. It aims to connect with people across different age groups through television as a prime medium along with print, outdoor, radio and aggressive digital intervention to spread the word about company’s new brand identity.

Highlighting the USP of the campaign, Chandramohan Mehra, Chief Marketing Officer, Bajaj Allianz General Insurance, said, “As a leader in the General Insurance category, we would like to redefine the essence of the category to emotionally engaging from current state of constantly evaluating or transactional. Our new brand promise emanates from our belief that we can solve customer worries through our unique offerings embedded in each of our product categories. Humanising the brand further, the campaign embodies our values of care, agility and innovation.”

As a precursor of the campaign, Bajaj Allianz General Insurance ran a huge campaign ‘Tell us your worries’ in September 2018 hosted on a microsite, where customers were requested to share their worries. Accordingly, the company looked at providing innovative solutions and further simplifying services. The new tagline ‘Caringly Yours’ was released through a unique road safety - wear helmet CSR initiative, where a single outdoor hoarding expressed the tag line in the formation of around 1500 actual helmets. Sanjiv Bajaj, Chairman, Bajaj Allianz General Insurance; Tapan Singhel, MD & CEO, Bajaj

Allianz General Insurance in presence of Dr. K. Venkatesham, Commissioner of Police – Pune City and Ms. Radhika Apte, Renowned Actress unveiled this hoarding encouraging the city people to ride safely.

Caringly Yours:

The underlying philosophy of Bajaj Allianz General Insurance with this new identity is the belief people should not compromise on their happiness due to lack of adequate solutions. As most of the worries stem from a financial standpoint, the company aims to be there with the customers where they are as 'Caringly Yours'. Utmost commitment to its customers and addressing their needs has been the keystone of the company's brand communication. Bajaj Allianz General Insurance has always been ahead of the curve in translating needs of consumers into affordable products and exceptional services that deliver value for money. 'Caringly Yours' - the new tagline redefines and distinguishes company's brand identity that positively influences awareness, image as well as its vision of being the first choice insurer for customers.