



Smiles and emotions: advertising videos from Generali's world



ON GENERALI.COM A SELECTION OF VIDEO CLIPS FROM THE GROUP

Advertising as a sheer way of product or service promotion can occasionally look trivial, boring, over pushy. Yet at times – and it's often the case with advertising clips – the creative aspect predominates and just in a handful of seconds a short meaningful story is told, some universal emotions are associated to the brand values, and a serious subject – such as “insurance” – is evoked through a smile. Then the current popularity of video sharing environments in internet allows a viral spreading among users of the best advertising campaigns.

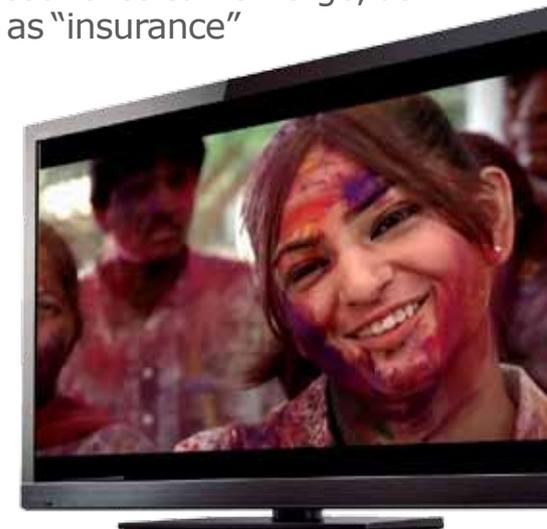
This is why we wanted to offer an **international overview** of some interesting **advertising campaigns** produced over the last years by Group companies in their own national markets. To let you enjoy the original production, they keep the national language with English subtitles.

However diverse they may appear – as for subjects, target range, budget – we do hope that the **cultural and expressive richness** of so faraway countries can emerge, as well as the effort to promote such a thought-provoking topic as “insurance” with a lighter and joking **communication approach**.

Videos come from **Europe, Asia, South America**, and narrate a number of short stories and situations which, we believe, can be meaningful well beyond national borders, irrespective of the specific product or service originally planned to be promoted.



From top downwards: “Fanny” - Migdal, Israel; “Generali fond de pensii” - Romania; “El León de los Seguros” - Generali España, Spain; “My perfect day - Generali Versicherung, Austria; “Holi” - Future Generali, India.



India's Future Generali campaign

Among all advertising campaigns, we like to explain in greater detail the one produced by Ogilvy for our Indian Company "Future Generali" in 2010, since it stands out for its effective and delicate description of a millenary cultural world. Future Generali campaign is divided into two parts. The first one recalls some of the **main Indian principles and rituals**:

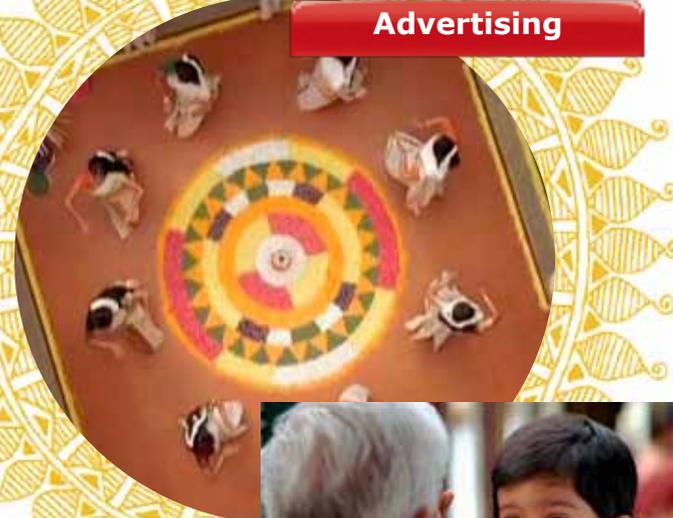
- although life is pre-determined, sincere prayers and heart-felt words can alter people's destiny
- every action today has an impact on our tomorrow
- only a blessed house is a happy home

The insight behind the campaign & Brand positioning was that in one's happiest moments, with our loved ones, we are all worried that this happy time may not last long. Therefore Future Generali presented itself as capable of extending these 'blessed moments' and the brand positioning was 'Stay Blessed'. In one's life the claim is urging Indians to look at every happy and joyful moment as an opportunity to insure and protect the beloved ones. This way it thus repositions the otherwise mundane financial transaction of paying an insurance premium into a holy offer on behalf of one's family.

These first 3 video clips refer to the rituals for blessing a new house, the birthday celebration and the man's gift-giving to the whole family after a promotion.

The second phase took the campaign to the next level: the subject was festivals, as these are times when families are together celebrating some of the happiest moment in ones' life. Future Generali wanted to position itself as a brand to be considered during these happy moments. Among others, we can mention "Diwali", the festival of lights, and "Holi", the festival of colors (no one can escape from the joy of colors!)

The Campaign was aired in 2010 and during 2011 and is all clips are published on **Future Generali** web site!



From the campaign: left "Sanjeevei", right from top downwards "Onam", "Pongal", "Flexibility", "Durga Puja".

