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REGIONAL

S.No	Date	Outlet	Location	Headline
1	29-11-13	Aaj	Lucknow	PNB MetLife launches new initiatives to engage customers
2	29-11-13	Daily Pioneer	Lucknow	PNB MetLife launches new initiatives to engage customers
3	29-11-13	Rahat Times	Lucknow	PNB MetLife launches new initiatives to engage customers
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10	28-11-13	Kashmir Times	Jammu	PNB committed to serve its better services: Editor
11	28-11-13	Daily Udaan Express	Jammu	PNB MetLife leverages trust, expertise and reach to enable customers to be 'Double Sure'
12	28-11-13	J&K Business Echo	Jammu	PNB Metlife launches latest brand campaign taking holistic approach to customer centricity

13	28-11-13	JK Reflection	Jammu	PNB MetLife leverages trust and reach to enable customers to be 'Double Sure'
14	28-11-13	Shankh Dhun	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
15	28-11-13	Temple City Times	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
16	28-11-13	The Latest	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
17	28-11-13	The News Now	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
18	28-11-13	The Northlines	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
19	28-11-13	The Speaking Ink	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
20	28-11-13	Truly Times	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
21	28-11-13	Viewer Choice	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
22	28-11-13	Voice of Trust	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
23	28-11-13	Kashmir Images	Jammu	PNB MetLife leverages trust, expertise, and reach to enable consumers to be 'Double Sure'
24	30-11-13	Pal Pal	Chandigarh	PNB MetLife launches new 'Be Double Sure' campaign
25	30-11-13	Uttam Hindu	Chandigarh	PNB MetLife launches new 'Be Double Sure' campaign
26	30-11-2013	Yugmarg	Chandigarh	PNB MetLife launches its latest brand campaign 'Be Double Sure'
27	30-11-2013	Milap	Chandigarh	PNB MetLife launches its latest brand campaign 'Be Double Sure'
28	01-12-2013	Desh Pyar	Chandigarh	PNB MetLife launches its latest brand campaign 'Be Double Sure'
29	02-12-2013	Divya Ranbhumi	Chandigarh	PNB MetLife launches its latest brand campaign 'Be Double Sure'

PNB MetLife makes an 'over-the-counter' assurance on network strength



The screenshot shows a news article on the Campaign India website. The article title is "PNB MetLife makes an 'over-the-counter' assurance on network strength". The article is dated Nov 19, 2013, and is categorized under Advertising, India. The article text states: "PNB MetLife has launched a campaign to underline its network presence and customer centricity. The TVC conceptualized by McCann Erickson will release on 22 November in eight languages and run up to March 2014. A film titled 'Over the counter' features multiple situations where customers struggle to get their issues resolved. A man seated at a help desk is busy speaking on the phone with home loan files stacked before him, telling the customer awaiting his attention that the agent who used to attend to him has left the job - with a hearty laugh. At a mobile store, the man at the counter seeks out information from a file before giving up, and telling the customer to ring up the call center. His attention shifts to a young lady at the counter. A lady at a watch store tells her customer that a Kolkata warranty will work only in Kolkata. She moves on to other customers at the store. A voice over announces that this could happen with one's life insurance policy too, and the scene shifts to a customer care executive in a PNB Metlife office. The brand makes its 'Double Sure' promise after the key message of PNB Metlife's presence in over 7,000 locations is delivered."

By Ananya Saha on Nov 19, 2013

Advertising, India

PNB Metlife has launched a campaign to underline its network presence and customer centricity. The TVC conceptualized by McCann Erickson will release on 22 November in eight languages and run up to March 2014.

A film titled 'Over the counter' features multiple situations where customers struggle to get their issues resolved. A man seated at a help desk is busy speaking on the phone with home loan files stacked before him, telling the customer awaiting his attention that the agent who used to attend to him has left the job - with a hearty laugh. At a mobile store, the man at the counter seeks out information from a file before giving up, and telling the customer to ring up the call center. His attention shifts to a young lady at the counter. A lady at a watch store tells her customer that a Kolkata warranty will work only in Kolkata. She moves on to other customers at the store. A voice over announces that this could happen with one's life insurance policy too, and the scene shifts to a customer care executive in a PNB Metlife office. The brand makes its 'Double Sure' promise after the key message of PNB Metlife's presence in over 7,000 locations is delivered.

“To differentiate our brand from the clutter in this space, we are taking the platform of customer centricity, re-assuring our customers that we are here for them with Punjab National Bank as our partner to deliver on our promise. No other brand in the insurance category has taken this platform as yet. We are taking a holistic approach of overall customer centricity and being there for the customer under all circumstances by leveraging on our 7,000 strong branch network,” said Balachander Sekhar, chief marketing officer, PNB MetLife.

He added, “With the customer as the focal point of every decision made, PNB MetLife has now chosen to make this the core focus of the brand’s latest marketing campaign as well. In order to capitalize upon the positive brand metrics achieved post the previous campaign ‘Now Be Double Sure’, which showcased the combined strengths of MetLife, the global insurance expert and PNB, India’s leading PSU bank, PNB MetLife is taking the next step in engaging their target customer through a new campaign.”

Alok Lall, executive director, McCann World group, said, “Customer service often takes a back seat across product and service categories. We all as consumers encounter roadblocks on a day to day basis while trying to get what is duly owed to us. Be it repairs, which fall within warranty, while making claims, or post-sale service. The TVCs are set in a transactional space to showcase the lack of service that one encounters every single day. This is juxtaposed with the customer centric outlook of PNB MetLife, a life insurance partner who is always available to help.”

The TV-led campaign will straddle digital, radio and OOH. PNB MetLife defines its core target group as married males with children between 35 and 50 years of age, in the income bracket of Rs 5 to Rs 20 lakh.

Credits

Client: PNB Metlife

Creative agency: McCann Erickson

Account management: Alok Lall, Nikhlesh Jhingan, Shahbaz Shaikh, Prashant Panwar

Creative team: Mayur Hola, Sudeepa Ghosh, Kartikeya Dixit, Soumya Nagabhushan, Jeet Kalra

Account planning team: Jitender Dabas, Vibha Gupta

Production house: Little Lamb Films

Director: Bauddhayan Mukherji

Producer: Shraddha Singhvi

Executive producer: Kedhhar Barrve

Media agency: Lodestar UM

PNB Metlife: Building on trust

The screenshot shows the afaqs! website interface. At the top, there's a navigation bar with links like Home, News, Advertising, Media, Directories, Community, Jobswitch, and Curious Digital Marketer 2.4. Below the navigation, the article title 'PNB Metlife: Building on trust' is prominently displayed. The article is dated November 20, 2010, and is categorized under Advertising. The main text of the article is visible, starting with 'The latest brand campaign extends the brand's 'Double Sure' theme by focusing on service and ease of access when it comes to life insurance policies, courtesy its wide network of brick and mortar presence through Punjab National Bank.' There are also social media sharing options for Facebook, LinkedIn, and Twitter. On the right side, there's a 'DAILY NEWSLETTER' sign-up box and a 'RELATED STORES' section with several links.

The latest brand campaign extends the brand's 'Double Sure' theme by focusing on service and ease of access when it comes to life insurance policies, courtesy its wide network of brick and mortar presence through Punjab National Bank.

Being doubly sure is a concept investors resonate with. Building on this thought, PNB Metlife India, the insurance joint venture between MetLife International and Punjab National Bank (PNB), has launched its second brand campaign.

Similar to its first campaign titled 'Be Double Sure' launched earlier this year, the insurance brand's latest television commercial (TVC) drives home the 'Over the Counter' experience one can expect from it.

Conceptualized by McCann Erickson, the three 20-seconder films draw insight from real life about service problems that consumers face in varied product categories. It then compares these experiences to life insurance. PNB Metlife, which is a comparatively new kid on the block, emphasizes its distinguished products and the ease of access to buy or get advice on policies. The brand's promise is to be 'Double Sure' even after sales.

To drive home its point, the film touches upon instantly relatable issues such as the trouble one faces to get something repaired within the warranty period, only to be told at the counter that the warranty is not valid because the product has been purchased from somewhere else; or when one has to run around with an insurance policy query because the agent who sold it has left the organization.

Speaking about the strategy behind the campaign, Balachander Sekhar, director, products and marketing, PNB Metlife, says that the company strongly established 'Trust' with the first 'Double Sure' campaign. "We are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the

country - to drive both the factors of 'Trust' and 'Convenience'. We believe that this will also address several issues that customers face with service in general in this category," he points out.

Vital presence

The campaign took insights from a research conducted by market research agency Nielsen, which was commissioned by PNB Metlife to study insurance consumers. The research revealed that while the main motivation to buy insurance is financial savings for the future, one of the barriers is the lack of trust in agents and servicing issues. "We further deep-dived into 'trust' and decoded what consumers mean when they quote 'trust' as a barrier as well as a trigger. Besides good returns and brand reliability, one key driver for 'trust' is the accessibility and visibility of the insurance company. With PNB as our partner, we now have a brick and mortar presence and we have capitalized on the same in our latest brand communication," says Sekhar, adding that the company regularly carries out consumer surveys to keep abreast of trends and changes in behaviour patterns on protection, investment and savings.

PNB Metlife began operations two years ago and has already managed to move up the ranks from No. 12 to No. 8 among private players in the Indian insurance landscape. In fact, the company is one of the largest private sector employers in Jammu & Kashmir due to its partnership with Jammu & Kashmir Bank. Also, it has significant presence in Karnataka, courtesy its tie up with Karnataka Bank.

The company's focus is on Tier I, II and III cities across the country. The company is clear about its target customers, who are married men (with children) in the age group of 35 to 50 years, earning Rs 5-20 lakh.

Challenges

Considering PNB Metlife is one of the 26 players in the life insurance category, competition is intense, not to mention the negligible difference in the product offerings provided by these players. As a result, the challenge was to deliver the communication in a refreshing manner, to help PNB Metlife become one of the top of the mind brands. The only edge a brand has is through its service and accessibility, which is what the brand is emphasising on.

"Customer centricity in terms of pre and post sales servicing is what differentiates a company from its competitors. One of the issues that customers face is linked to contact ability, hence, we are positioning our new brand campaign on the platform of customer centricity and first of the series is about establishing the brick and mortar presence of PNB MetLife," Sekhar explains.

Although Sekhar did not disclose a figure on the advertising spends, he says the investment is significant.

The five-week campaign is currently being aired in Hindi but will be dubbed in seven other languages. The TVCs have been produced by Little Lamb Films and Bauddhayan Mukherji has directed them. Besides television, the campaign is being promoted on outdoor and print media as well.

Campaign Trail: PNB Metlife

Afaqs! Reporter

afaqs! Reporter

New campaigns across television, print, out-of-home and digital media.

TELEVISION



PNB METLIFE

The insurance company's latest campaign focuses on "over the counter" service experiences faced by customers. The real-life inspired examples are service issues faced across categories and attempts at pointing out that at PNB Metlife, customers can walk into any of the branches and easily sort out problems.

Creative Agency: McCann Erickson



BHARAT MATRIMONY

The matrimonial website's new campaign gives a new twist to arranged marriages. The ad highlights that finding a match should not be dependent on chance or compromise and that one should find a partner who cares and respects her wishes.

Creative Agency: Lowe Lintas
Production House: Curious Films

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'

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PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'

Section: TV Briefs Category: Advertising [Share](#) [Print](#)

Company Brief
New Delhi, 25 November 2013

Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lac-20 lac. The campaign is live now through a multi-media platform and will run in 8 languages including Hindi.

The launch campaign, earlier in the year, on coming together of two corporate giants, delivered big on the message of 'Trust', which is the biggest driver of consideration in the category. As per the BrandTrack survey, PNB

Planning For BETTER INFRASTRUCTURE [Read more...](#) **Sakal**

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The launch campaign, earlier in the year, on coming together of two corporate giants, delivered big on the message of 'Trust', which is the biggest driver of consideration in the category. As per the BrandTrack survey, PNB MetLife's Spontaneous Awareness score went up to 32% from 12% before the campaign while Consideration score improved to 24%. The next leg of the campaign will continue to take the message of 'Double Sure' into more tangible customer benefits. Therefore showcasing how the organization has been taking decisive steps by launching several initiatives that benefit the customer.

Speaking about the new campaign, Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the country – will drive both the factor of Trust and convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of Life Insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalized advice from their trusted life insurance advisor, all just around the corner at the closest PNB MetLife branch. It highlights the extensive reach of PNB MetLife across 7000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a hassle free manner.

Talking about the creative approach to depicting PNB MetLife's commitment to serving customer's needs better, Alok Lall ,Executive Director, McCann World group, "Customer Service often takes a back seat across product and service categories. We all as consumers encounter road blocks on a day to day basis while trying to get what is duly owed to us. Be it repairs which fall within warranty or while making claims or for that matter post sale service. The TVC's are set in a transactional space to showcase the lack of service that one encounters every single day, this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help."

The creative agency behind the campaign is Little Lamb Films, with Baudhayan Mukherji directing and producing the film.

PNB MetLife launches new brand campaign; dwells upon customer centricity



PNB MetLife launches new brand campaign; dwells upon customer centricity

Posted by Aajgully Bazaar | on November 25, 2013

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Talking about the creative approach to depicting PNB MetLife's commitment to serving customer's needs better, Alak Lali, Executive Director, McCann Worldgroup, "Customer Service often takes a back seat across product and service categories. We all as consumers encounter road blocks on a day to day basis while trying to get what is due owed to us. Be it repairs which fall within warranty or while making claims or for that matter post sale service. The TVCs are set in a transactional space to showcase the fact of service that one encounters every single day.

FOX Traveller DIARY

BOLLYWOOD'S BIGGEST SPEAK TO THE CAMERA DURING THEIR SHOTS

WATCH

Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lac-20 lac. The campaign is live now through a multi-media platform and will run in 8 languages including Hindi.

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Talking about the creative approach to depicting PNB MetLife’s commitment to serving customer’s needs better, Alok Lall ,Executive Director, McCann World group, “Customer Service often takes a back seat across product and service categories. We all as consumers encounter road blocks on a day to day basis while trying to get what is duly owed to us. Be it repairs which fall within warranty or while making claims or for that matter post sale service. The TVC’s are set in a transactional space to showcase the lack of service that one encounters every single day, this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help.”

The creative agency behind the campaign is Little Lamb Films, with Bauddhayan Mukherji directing and producing the film.

Categories: Advertising, Agency,

PNB MetLife launches new campaign to showcase customer-centric approach

The screenshot shows a news article on the website exchange4media.com. The article is titled "PNB MetLife launches new campaign to showcase customer-centric approach". The main text of the article reads: "Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife and PNB, the company is taking the next step towards engaging customers through its latest marketing campaign. The new brand campaign is the creative rendition of how the organisation has moved towards customer convenience and service, which are the key reasons identified for believing and investing in a brand, said an official release. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lakh - 20 lakh. The campaign is live now through a multi-media platform and will run in eight languages including Hindi. The launch campaign, earlier in the year, on coming together of two corporate giants, delivered big on the message of 'Trust', which is the biggest driver of consideration in the category. As per the Brand Track survey, PNB MetLife's 'Spontaneous Awareness' score went up to 32 per cent from 12 per cent before the campaign while 'Consideration' score improved to 24 per cent." The article includes a PNB MetLife logo, a video player, and a sidebar with related stories and advertisements.

Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife and PNB, the company is taking the next step towards engaging customers through its latest marketing campaign.

The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service, which are the key reasons identified for believing and investing in a brand, said an official release.

The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lakh - 20 lakh. The campaign is live now through a multi-media platform and will run in eight languages including Hindi.

The launch campaign, earlier in the year, on coming together of two corporate giants, delivered big on the message of 'Trust', which is the biggest driver of consideration in the category. As per the Brand Track survey, PNB MetLife's 'Spontaneous Awareness' score went up to 32 per cent from 12 per cent before the campaign while 'Consideration' score improved to 24 per cent.

The next leg of the campaign will continue to take the message of 'Double Sure' into more tangible customer benefits. Therefore, showcasing how the organization has been taking decisive steps by launching several initiatives that benefit the customer.

Speaking about the new campaign, Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate – showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the country – will drive both the factor of trust and convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of life insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalized advice from their trusted life insurance advisor, all just around the corner at the closest PNB MetLife branch. It highlights the extensive reach of PNB MetLife across 7000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a hassle free manner.

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The creative agency behind the campaign is Little Lamb Films, with Bauddhayan Mukherji directing and producing the film.

PNB MetLife shows how to 'Be Double Sure'

The screenshot shows a news website interface. At the top, there's a banner for 'NOW NEWS IN YOUR COLOURS' and 'INTERNATIONAL ADVERTISING AWARDS'. Below that is a navigation bar with links like Home, Media Info, Ad Craft, etc. The main article is titled 'PNB MetLife shows how to 'Be Double Sure'' and is dated November 26, 2013. It features a photo of a woman in a pink shirt and a video player. To the right, there are two advertisements: one for ABP News with the text 'THE COUNTRY FORMS ITS OPINION WITH US.' and another for ZINC with the text 'COLOURS'. At the bottom, there's a yellow banner for '#15SAALBAAD MEET VEERA & RANVI' with the text 'GET TO KNOW THEM! MON - FRI, 10:30 PM'.

The new brand campaign, conceptualized by McCann Delhi, leverages trust, expertise and reach and takes a holistic approach to customer centricity

Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife Life Insurance and PNB, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign, conceptualized by McCann Worldgroup, New Delhi, is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand.

The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling in the 'Strivers' and 'Seekers' income groups, i.e., Rs 5-20 lakh. The campaign is live now through a multi-media platform and will run in eight languages including Hindi.

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Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said, "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate – showcasing that the partnership now brings them access to over 7,000 brick and mortar establishments across the country. This campaign will drive both the factor of Trust and Convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of life insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalized advice from their trusted life insurance advisor, all just around the corner at the closest PNB MetLife branch. It highlights the extensive reach of PNB MetLife across 7,000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a hassle free manner.

Talking about the creative approach, Alok Lall, Executive Director, McCann World group, said, "Customer service often takes a back seat across product and service categories. We all as consumers encounter road blocks on a day to day basis while trying to get what is duly owed to us. Be it repairs which fall within warranty or while making claims or for that matter post sale service. The TVCs are set in a transactional space to showcase the lack of service that one encounters every single day, this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help."

The production house that did the film is Little Lamb Films, with Bauddhayan Mukherji directing and producing the film.

PNB MetLife launches new initiatives to engage customers

Publication: Aaj

Centre: Lucknow

पीएनबी मेटलाइफ ग्राहकों को नये अभियान के जरिये जोड़ने का उठा रही कदम

नई दिल्ली, 27 नवम्बर। भारत की अग्रणी सार्वजनिक क्षेत्र की बैंक पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफके सहयोग से चलाए जा रहे बी डबल श्योर अभियान की सफलता पर सवार होकर कंपनी अपने नवीनतम मार्केटिंग अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्राण्ड कैम्पेन इस बारे में सृजनात्मक प्रस्तुतिकरण है कि किस तरह से संगठन ग्राहकों की उन सुविधाओं और सेवाओं की दिशा में आगे बढ़ा है जो कि किसी भी ब्राण्ड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण कारण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख रूपए आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुँचना है। अब यह अभियान एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा। इस साल के आरंभ में चलाए गए इस अभियान में दो कॉर्पोरेट महारथियों ने एकसाथ आकर विश्वास या 'ट्रस्ट' के संदेश को प्रसारित किया है जो कि इस श्रेणी में विचार के लिए सबसे बड़ा प्रेरक है। ब्राण्ड ट्रेक के अनुसार पीएनबी मेटलाइफका स्पॉटेनियस अवेयरनेस स्कोर अभियान के पहले के स्कोर 12 प्रतिशत से बढ़कर 32 प्रतिशत तक पहुँच गया है, जबकि कंसिडरेशन स्कोर सुधर कर 24 प्रतिशत तक पहुँच गया है। अभियान का दूसरा चरण अधिक वास्तविक लाभ के लिए 'डबल श्योर' के संदेश को जारी रखेगा। इसलिए यह प्रदर्शित करेगा कि किस तरह से संगठन ने कई पहलों को आरंभ कर ग्राहकों के लाभ के लिए निर्णायक कदम उठाए हैं।

PNB MetLife launches new initiatives to engage customers

Publication: Daily Pioneer

Centre: Lucknow

पीएनबी मेटलाइफ का नया ब्राण्ड कैम्पेन शुरू

नयी दिल्ली। पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफ के सहयोग से चलाए जा रहे बी डबल श्योर अभियान की सफलता के बाद अभियान का दूसरा चरण अधिक वास्तविक लाभ के लिए 'डबल श्योर' के संदेश को जारी रखेगा। इस अभियान का प्रयोजन 5 से 20 लाख रुपए आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुंचना है। अब यह अभियान एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा।

PNB MetLife launches new initiatives to engage customers

Publication: Rahat Times

Centre: Lucknow

पीएनबी मेटलाइफ ने ग्राहकों को कहा 'बी डबल श्योर'

नई दिल्ली, 28 नवम्बर। भारत की अग्रणी सार्वजनिक क्षेत्र की बैंक पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफ के सहयोग से चलाए जा रहे 'बी डबल श्योर' अभियान की सफलता पर सवार होकर कंपनी अपने नवीनतम मार्केटिंग अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्राण्ड कैम्पेन इस बारे में सृजनात्मक प्रस्तुतिकरण है कि किस तरह से संगठन ग्राहकों की उन सुविधाओं और सेवाओं की दिशा में आगे बढ़ा है जो कि किसी भी ब्राण्ड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण कारण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख रूपए आय वाले समूह के 35 से 50 वर्ष

वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुँचना है। अब यह अभियान एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा। इस साल के आरंभ में चलाए गए इस अभियान में दो कॉर्पोरेट महारथियों ने एकसाथ आकर 'विश्वास' या 'ट्रस्ट' के संदेश को प्रसारित किया है जो कि इस श्रेणी में विचार के लिए सबसे बड़ा प्रेरक है। ब्राण्ड ट्रेक के अनुसार पीएनबी मेटलाइफ का स्पाटेनियस अवेयरनेस स्कोर अभियान के पहले के स्कोर 12 प्रतिशत से बढ़कर 32 प्रतिशत तक पहुँच गया है, जबकि कॉंसिडरेशन स्कोर सुधर कर 24 प्रतिशत तक पहुँच गया है।

PNB MetLife launches new initiatives to engage customers

Publication: Rashtriya Swaroop Centre: Lucknow

पीएनबी मेटलाइफने सुविज्ञता और पहुँच को बढ़ाया

नई दिल्ली (एजेंसी)। भारत की अग्रणी सार्वजनिक क्षेत्र की बैंक पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफके सहयोग से चलाए जा रहे डबल श्योर अभियान की सफलता पर सवार होकर कंपनी



अपने नवीनतम मार्केटिंग अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्राण्ड कैम्पेन इस बारे में सृजनात्मक प्रस्तुतिकरण है कि किस तरह से संगठन ग्राहकों की उन सुविधाओं और सेवाओं की दिशा में आगे बढ़ा है जो कि किसी भी ब्राण्ड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण कारण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख रूपए आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुँचना है। अब यह अभियान

एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा। इस साल के आरंभ में चलाए गए इस अभियान में दो कॉर्पोरेट महारथियों ने एकसाथ आकर विश्वास या 'ट्रस्ट' के संदेश को प्रसारित किया है जो कि इस श्रेणी में विचार के लिए सबसे बड़ा प्रेरक है। ब्राण्ड ट्रेक के अनुसार पीएनबी मेटलाइफ का स्पॉटिनिंग अवैयरेन्स स्कोर अभियान के पहले के स्कोर 12 प्रतिशत से बढ़कर 32 प्रतिशत तक पहुँच गया है, जबकि कॉन्सिडरेशन स्कोर सुधर कर 24 प्रतिशत तक पहुँच गया है।

अभियान का दूसरा चरण अधिक वास्तविक लाभ के लिए डबल श्योर के संदेश को जारी रखेगा। इसलिए यह प्रदर्शित करेगा कि किस तरह से संगठन ने कई पहलों को आरंभ कर ग्राहकों के लाभ के लिए निर्णायक कदम उठाए

हैं। नए अभियान के बारे में पीएनबी मेट लाइफ इण्डिया इंश्योरेंस कंपनी के चीफमार्केटिंग ऑफिसर बालचन्द्र शेखर ने कहा कि -पहले 'डबल श्योर' अभियान के साथ ट्रस्ट को स्थापित करने के बाद, अब हम उन विशिष्ट लाभों की तरफ बढ़ रहे हैं, जिसे ग्राहक सराहेगा। यह अभियान यह प्रदर्शित कर रहा है कि अब भागदारी ने उनके लिए 7000 से अधिक ब्रिक्स और मोटर संस्थाओं तक पहुँच बना दी जो अब विश्वास और सुविधा दोनों घटकों को प्रेरित करेगा। यह ऐसे कई मामलों का निपटान भी करेगा जिसका सामना इस श्रेणी के ग्राहक आमतौर पर सेवा के दौरान करते हैं।

इसका टीवीसी ओवर द काउण्टर सेवा अनुभव के आसपास घुमता है जिसका इस श्रेणी के ग्राहकों को रूबरू होना पड़ता है और इसके बाद यह जीवन बीमा के समानांतरों को रेखांकित करता है। इस टीवीसी में यह दिखाया गया है कि ग्राहक किस आसानी के साथ अपनी पॉलिसियों को खरीद कर उसे एक्सेस कर सकता है और अपनी नजदीकी पीएनबी मेटलाइफ शाखा पर अपने विश्वसनीय बीमा सलाहकार से व्यक्तिगत सलाह तक प्राप्त कर सकता है। ग्राहकों की बेहतर सेवा के लिए अपनी प्रतिबद्धता को दोहराने के लिए पीएनबी मेटलाइफ की क्रिएटिव एप्रोच की जानकारी देते हुए मैककेन वर्ल्ड ग्रुप के एक्जीक्यूटिव डायरेक्टर आलोक लाल ने कहा कि-सभी तरह के उत्पादों और सेवाओं में अक्सर ग्राहक सेवा को अनदेखा किया जाता रहा है।

बतौर ग्राहक हमें भी दैनिक आधार पर इस तरह की परेशानियों का सामना करना पड़ा है। लेकिन यह दावा करते समय या विषयोपरंत होने वाली सभी परेशानियों को दूर कर देगा। इस टीवीएस में यह बताया गया है कि इस क्षेत्र में किस तरह की सेवा खामियों का सामना करना पड़ सकता है और पीएनबी मेटलाइफ द्वारा किस तरह से इसका सुविधाजनक और आसान समाधान किया जाता है। यह हमेशा सेवा के लिए उपलब्ध लाइफ इंश्योरेंस पार्टनर पीएनबी मेटलाइफके ग्राहकोन्मुखी दृष्टिकोण के नजदीक है। इस अभियान के पीछे लिटिल लैम्ब फिर्मस नामक क्रिएटिव एजेंसी का योगदान है इसका निर्माण और निर्देशन बौध्दयन मुखर्जी ने किया है।

PNB MetLife launches new initiatives to engage customers

Publication: Roj Ki Khabar

Centre: Lucknow

पीएनबी ने ग्राहकों को जोड़ने के उठा रही कदम

नई दिल्ली। भारत की अग्रणी सार्वजनिक क्षेत्र की बैंक पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफ के सहयोग से चलाए जा रहे 'बी डबल श्योर' अभियान की सफलता पर सवार होकर कंपनी अपने नवीनतम मार्केटिंग अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्राण्ड कैम्पेन इस बारे में सृजनात्मक प्रस्तुतिकरण है कि किस तरह से संगठन ग्राहकों की उन सुविधाओं और सेवाओं की दिशा में आगे बढ़ा है जो कि किसी भी ब्राण्ड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण कारण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख रूपए आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियस तक पहुँचना है। अब यह अभियान एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा।

पीएनबी ने विश्वास, सुविज्ञता और पहुँच को बढ़ाया

इलाहाबाद। भारत की अग्रणी सार्वजनिक क्षेत्र की बैंक पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफ के सहयोग से चलाए जा रहे 'बी डबल श्योर' अभियान की सफलता पर सवार होकर कंपनी अपने नवीनतम मार्केटिंग अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। इस अभियान का प्रयोजन 5 से 20 लाख रूपए आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुँचना है। अब यह अभियान एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा। इस साल के आरंभ में चलाए गए इस अभियान में दो कॉर्पोरेट महारथियों ने एकसाथ आकर विश्वास'' या ट्रस्ट' के संदेश को प्रसारित किया है जो कि इस श्रेणी में विचार के लिए सबसे बड़ा प्रेरक है।

PNB MetLife launches new initiatives to engage customers

Publication: Spastawaz Centre: Lucknow

पीएनबी मेटलाइफ का ग्राहकों को 'बी डबल श्योर' का तोहफा



नई दिल्ली। पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मे टलाइफ के सहयोग से चलाए जा रहे 'बी डबल श्योर' अभियान की सफलता पर सवार

होकर कंपनी अपने नवीनतम मार्केटिंग अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्राण्ड कैम्पेन इस बारे में सृजनात्मक प्रस्तुतिकरण है कि किस तरह से संगठन ग्राहकों की उन सुविधाओं और सेवाओं की दिशा में आगे बढ़ा है जो कि किसी भी ब्राण्ड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुंचना है। अब यह अभियान एक मल्टी-मिडिया प्लेटफॉर्म के माध्यम से लाइव है और इसे हिन्दी सहित 8 भाषाओं में चलाया जाएगा। इस साल के आरंभ में चलाए गए इस अभियान में दो कॉर्पोरेट महारथियों ने एक साथ आकर 'विश्वास' या 'ट्रस्ट' के संदेश को प्रसारित किया है जो कि इस श्रेणी में विचार के लिए सबसे बड़ा प्रेरक है। ब्राण्ड ट्रेक के अनुसार पीएनबी मेटलाइफ का स्पटेनियस अवेयरनेस स्कोर अभियान के पहले के स्कोर 12 प्रतिशत से बढ़कर 32 प्रतिशत तक पहुंच गया है, जबकि कंसिडरेशन स्कोर सुधर कर 24 प्रतिशत तक पहुंच गया है।

PNB MetLife launches new initiative to engage customers

Publication: DNA Centre: Lucknow

ग्राहकों को जोड़ेगा पंजाब नेशनल बैंक

लखनऊ (डीएनएन)। पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफके सहयोग से चलाए जा रहे 'बी डबल श्योर' अभियान के बाद अब ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। इस अभियान का प्रयोजन पांच से 20 लाख रुपए आय वाले समूह के 35 से 50 वर्ष वाले विवाहित पुरुषों (बच्चों सहित) के रूप में परिभाषित मास मार्केट ऑर्डियंस तक पहुंचना है। चीफ मार्केटिंग ऑफिसर बालचंद शेखर ने कहा कि पहले 'डबल श्योर' अभियान के साथ 'ट्रस्ट' को स्थापित करने के बाद, अब हम उन विशिष्ट लाभों की तरफ बढ़ रहे हैं, जिसे ग्राहक सराहेगा।

पॉलिसियां जारी करने एवं इनके रख-रखाव की लागत कम हो जाएगी।

PNB MetLife launches new 'Be Double Sure' Campaign

Publication: Rashtriya Sahara Centre: Lucknow

पीएनबी मेटलाइफ ने चलाया 'बी डबल श्योर' अभियान

लखनऊ (एसएनबी)। सार्वजनिक क्षेत्र की बैंक पंजाब नेशनल बैंक और ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट मेटलाइफ के सहयोग से 'बी डबल श्योर' अभियान चला रहा है। कम्पनी के चीफ मार्केटिंग ऑफिसर बालचन्द शेखर ने कहा कि अभियान का उद्देश्य पांच से 20 लाख रुपये आय वाले समूह के 35 से 50 वर्ष की आयु वाले विवाहित पुरुषों तक पहुंचना है। उन्होंने बताया कि यह अभियान हिन्दी समेत आठ भाषाओं में चलाया जा रहा है।

PNB committed to serve its better services: Editor

Publication: Kashmir Times Centre: Jammu

PNB committed to serve its better services: ED

KT NEWS SERVICE

JAMMU, Nov 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign.

Speaking about the new campaign, PNB MetLife India Insurance Company Chief Marketing Officer Balachander Sekhar

said, "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the country - will drive both the factor of Trust and convenience.

It will also address several issues that customers face with service in general in this category.

Talking about the cre-

ative approach to depicting PNB MetLife's commitment to serving customer's needs better, McCann World group Executive Director (ED) AlokLall said, "Customer service often takes a back seat across product and service categories.

The TVC's are set in a transactional space to showcase the lack of service that one encounters every single day; this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help."

PNB MetLife leverages trust, expertise and reach to enable customers to be 'Double Sure'

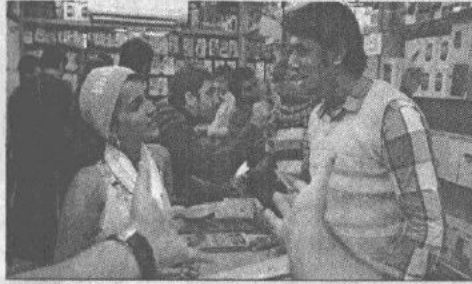
Publication: Daily Udaan Express

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'

UDAAN EXPRESS
JAMMU, NOV 27:

Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs. 5 lac-20 lac. The campaign is live now through a multi-media platform



and will run in 8 languages including Hindi. The launch campaign, earlier in the year, on coming together of two corporate giants, delivered big on the message of 'Trust', which is the biggest driver of consideration in the category. As per the Brand Track survey, PNB MetLife's Spontaneous Awareness score went up to 32% from 12% before the campaign while Consideration score improved to 24%. The next leg of the campaign will continue to take the message of 'Double Sure'

into more tangible customer benefits. Therefore showcasing how the organization has been taking decisive steps by launching several initiatives that benefit the customer. Speaking about the new campaign, Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings

them access to over 7000 brick and mortar establishments across the country - will drive both the factor of Trust and convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of Life Insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalised advice from their trusted life insurance advisor, all just around the corner at the closest PNB MetLife branch. It highlights the extensive reach of PNB MetLife across 7000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a

hassle free manner.

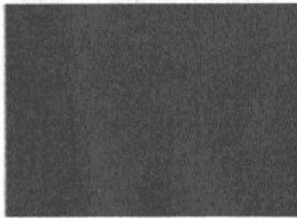
Talking about the creative approach to depicting PNB MetLife's commitment to serving customer's needs better, Alok Lall, Executive Director, McCann Worldgroup, "Customer Service often takes a back seat across product and service categories. We all as consumers encounter road blocks on a day to day basis while trying to get what is duly owed to us. Be it repairs which fall within warranty or while making claims or for that matter post sale service. The TVCs are set in a transactional space to showcase the lack of service that one encounters every single day, this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help." The creative agency behind the campaign is Little Lamb Films, with Bauddhayan Mukherji directing and producing the film.

PNB Metlife launches latest brand campaign taking holistic approach to customer centricity

Publication: J&K Business Echo Centre: Jammu

Launches latest brand campaign taking holistic approach to customer centricity

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'



JAMMU, NOV 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's

leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for

PNB MetLife ...

believing and investing in a brand.

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Speaking about the new campaign, Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the country - will drive both the factor of Trust and convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of Life Insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalised advice from their trusted life insurance advisor, all just around the corner at the closest PNB MetLife branch. It highlights the extensive reach of PNB MetLife across 7000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a hassle free manner.

Talking about the creative approach to depicting PNB MetLife's commitment to serving customer's needs better, Alok Lall, Executive Director, McCann Worldgroup, "Customer Service often takes a back seat across product and service categories. We all as consumers encounter road blocks on a day to day basis while trying to get what is duly owed to us. Be it repairs which fall within warranty or while making claims or for that matter post sale service. The TVC's are set in a transactional space to showcase the lack of service that one encounters every single day, this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help."

The creative agency behind the campaign is Little Lamb Films, with Bauddhayan Mukherji directing and producing the film.

PNB Metlife launches latest brand campaign taking holistic approach to customer centricity

Publication: JK Reflection

Centre: Jammu

PNB MetLife leverages trust and reaches to enable consumers to 'Be Double Sure'

JAMMU, NOV 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as mar-

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Speaking about the new campaign, Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate-showcasing

that the partnership now brings them access to over 7000 brick and mortar establishments across the country will drive both the factor of Trust and convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of Life Insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalized advice from their trusted life insurance advisor, all

just around the corner at the closest PNB MetLife branch.

It highlights the extensive reach of PNB MetLife across 7000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a hassle free manner.

Talking about the creative approach to depicting PNB MetLife's commitment to serving customer's needs better, AlokLall, Executive Director, and McCann World group, "Customer Service often takes a back seat across product and service categories.

PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: Shankh Dhun Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'

LAUNCHES ITS LATEST BRAND CAMPAIGN THAT TAKES A HOLISTIC APPROACH TO CUSTOMER CENTRICITY

JAMMU NOV 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative realisation of how the organisation has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lac-20 lac. The campaign will run through a multi-media platform and will run in 8 languages including Hindi.

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The next leg of the campaign will continue to take the message of 'Double Sure' into more tangible customer benefits. Therefore showcasing how the organization has been taking decisive steps by launching several initiatives that benefit the customer.

Speaking about the new campaign, Balachandrasekhar, Chief Marketing Officer, PNB MetLife India



Insurance Co., said "After establishing 'Trust' with the first 'Double Sure' campaign, we are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the country - will drive both the factor of Trust and convenience.

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The TVC's are set in a transactional space to showcase the lack of service that one encounters every single day, this is juxtaposed with the customer centric outlook of PNB MetLife, a Life Insurance partner who is always available to help."

The creative agency behind the campaign is Little Lamb Films, with Baidhyan Mukherji directing and producing the film.

PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: Temple City Times

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure' Launches its latest brand campaign that takes a holistic approach to customer centricity

TCT NEWS SERVICE

JAMMU, NOV. 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lac-20 lac. The campaign is live now through a multi-media platform and will run in 8 languages including Hindi.

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PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: The Latest

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure' Launches its latest brand campaign that takes a holistic approach to customer centricity

TCT NEWS SERVICE

JAMMU, NOV. 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lac-20 lac. The campaign is live now through a multi-media platform and will run in 8 languages including Hindi.

The launch campaign, earlier in the year, on coming together of two corporate giants, delivered big on the message of 'Trust', which is the biggest driver of consideration in the category. As per the Brand Track survey, PNB MetLife's Spontaneous Awareness score went up to 32% from 12% before the campaign while Consideration score improved to 24%. The next leg of the campaign will continue to take the message of 'Double Sure' into more tangible customer benefits. Therefore showcasing how the organization has been taking decisive steps by launching several initiatives that benefit the customer.

Speaking about the new campaign, Balachander Sekhar, Chief Marketing Officer, PNB MetLife India Insurance Co., said "After establishing 'Trust' with the first 'Double



Sure' campaign, we are now moving to specific benefits that the customer will appreciate - showcasing that the partnership now brings them access to over 7000 brick and mortar establishments across the country - will drive both the factor of Trust and convenience. It will also address several issues that customers face with service in general in this category."

The TVC revolves around an 'over the counter' service experience that customers are subjected to across categories and then draws parallels to that of Life Insurance. The TVC showcases the ease with which consumers can buy and access their policies and even get personalised advice from their trusted life insurance advisor, all just around the corner at the closest PNB MetLife branch. It highlights the extensive reach of PNB MetLife across 7000 locations across the country, which affords the company the wherewithal to service all customer queries with ease, while also settling claims in a hassle free manner.

Talking about the creative approach to depicting PNB MetLife's commitment to serving customer's needs better, Alok Lall, Executive Director, McCann Worldgroup, "Customer Service often takes a back seat across product and service categories.

PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: The News Now

Centre: Jammu

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Launches its latest brand campaign that takes a holistic approach to customer centricity

TNN NEWS SERVICE
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PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: The Northlines

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'

Jammu, Nov. 27: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand. The campaign is intended to reach out to a mass market audience, defined as married males (with children) in the 35-50 year age bracket falling into the 'Strivers' and 'Seekers' income groups i.e. INR Rs 5 lac-20 lac. The campaign is live now through a multi-media platform and will run in 8 languages including Hindi.

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The creative agency behind the campaign is Little Lamb Films, with Baudhayan Mukherji directing and producing the film.

PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: The Speaking Ink

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure' Launches its latest brand campaign that takes a holistic approach to customer centricity

TSI NEWS SERVICE

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PNB MetLife leverages trust, expertise, reach to enable consumers to 'Be Double Sure'

TT CORRESPONDENT
JAMMU, NOV. 27 :

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PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: Viewer's Choice

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'

Launches its latest brand campaign that takes a holistic approach to customer centricity



JAMMU, NOV 27

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PNB Metlife leverages trust, expertise and reach to enable customers to be 'Double Sure'

Publication: Voice of Trust

Centre: Jammu

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure' Launches its latest brand campaign that takes a holistic approach to customer centricity

VOT NEWS SERVICE

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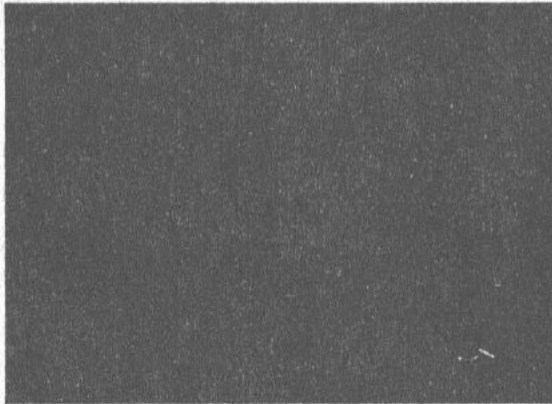
PNB Metlife launches latest brand campaign taking holistic approach to customer centricity

Publication: Kashmir Images

Centre: Jammu

Launches latest brand campaign taking holistic approach to customer centricity

PNB MetLife leverages trust, expertise and reach to enable consumers to 'Be Double Sure'



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PNB Metlife launches new 'Be Double Sure' campaign

Publication: Pal Pal

Centre: Chandigarh

पीएनबी मेटलाइफ ने शुरू किया बी डबल श्योर अभियान

चंडीगढ़, 29 नवंबर। देश की सार्वजनिक क्षेत्र की अग्रणी पंजाब नेशनल बैंक एवं ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट द्वारा बी डबल श्योर अभियान चलाया जा रहा है। कंपनी इस नवीनतम अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्रांड कैपेन संगठन द्वारा ग्राहकों को दी जाने वाली सुविधाओं और सेवाओं के बारे में सृजनात्मक प्रस्तुतिकरण करती है। कैसे संगठन उन सेवाओं व सुविधाओं की दिशा में आगे बढ़ा है जो किसी भी ब्रांड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण कारण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख रुपये आय समूह वाले 35 से 50 वर्ष आयु वर्ग के विवाहित पुरुषों के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुंचना है। नए अभियान के बारे में पीएनबी मेट लाइफ इंडिया इंश्योरेंस कंपनी के चीफ मार्केटिंग ऑफिसर बाल चंद शेखर ने कहा कि पहले डबल श्योर अभियान के साथ ट्रस्ट को स्थापित करने के बाद, अब हम उन विशिष्ट लाभों की तरफ बढ़ रहे हैं। इसे ग्राहक जरूर सराहेंगे। अभियान यह प्रदर्शित कर रहा है कि अब भागीदारी ने उनके लिए 7000 से अधिक ब्रिक्स और मोटार संस्थाओं तक पहुंच बना दी है जो अब विश्वास और सुविधा दोनों घटकों को प्रेरित करेगा। यह ऐसे कई मामलों का निपटान करेगा, जिसका सामना इस श्रेणी के ग्राहक आमतौर पर सेवा के दौरान करते हैं।

PNB Metlife launches new 'Be Double Sure' campaign

Publication: Uttam Hindu

Centre: Chandigarh

पीएनबी मेटलाइफ ने शुरू किया बी डबल श्योर अभियान

चंडीगढ़/हिन्दू

पंजाब नेशनल बैंक एवं ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट द्वारा बी डबल श्योर अभियान चलाया जा रहा है। कंपनी इस नवीनतम अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्रांड कैम्पेन संगठन द्वारा ग्राहकों को दी जाने वाली सुविधाओं और सेवाओं के बारे में सृजनात्मक प्रस्तुतिकरण करती है। इस अभियान का प्रयोजन 5 से 20 लाख रुपए आय समूह वाले 35 से 50 वर्ष आयु वर्ग के विवाहित पुरुषों के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुंचना है। पीएनबी मेट लाइफ इंडिया इंश्योरेंस कंपनी के चीफ मार्केटिंग ऑफिसर बाल चंद शेखर ने कहा कि, पहले डबल श्योर अभियान के साथ ट्रस्ट को स्थापित करने के बाद, अब हम उन विशिष्ट लाभों की तरफ बढ़ रहे हैं।

PNB MetLife launches its latest brand campaign 'Be Double Sure'

Publication: Yugmarg Centre: Chandigarh

PNB MetLife Launches its latest brand campaign 'Be Double Sure'

CHANDIGARH: Riding on the success of the 'Be Double Sure' campaign, which showcased the coming together of MetLife, the global Life Insurance expert and PNB, India's leading PSU bank, the company is taking the next step towards engaging the customer through its latest marketing campaign. The new brand campaign is the creative rendition of how the organization has moved towards customer convenience and service which are the key reasons identified for believing and investing in a brand.

PNB MetLife launches its latest brand campaign 'Be Double Sure'

Publication: Milap

Centre: Chandigarh

पीएनबी मेटलाइफ ने शुरू किया बी डबल श्योर अभियान

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Publication: Desh Pyar Centre: Chandigarh

पीएनबी मेटलाइफ ने शुरू किया बी डबल श्योर अभियान

चंडीगढ़ : भारत की सार्वजनिक क्षेत्र की अग्रणी पंजाब नेशनल बैंक एवं ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट द्वारा बी डबल श्योर अभियान चलाया जा रहा है। कंपनी इस नवीनतम अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है।

नया ब्रांड कैम्पेन संगठन द्वारा ग्राहकों को दी जाने वाली सुविधाओं और सेवाओं के बारे में सृजनात्मक प्रस्तुतिकरण करती है। कैसे संगठन उन सेवाओं व सुविधाओं की दिशा में आगे बढ़ा है जो किसी भी ब्रांड पर यकीन करने और उस पर निवेश करने के लिए महत्वपूर्ण कारण माना जाता है। इस अभियान का प्रयोजन 5 से 20 लाख रुपए आय समूह वाले 35 से 50 वर्ष आयु वर्ग के

विवाहित पुरुषों के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुंचना है। नए अभियान के बारे में पीएनबी मेट लाइफ इंडिया इंश्योरेंस कंपनी के चीफ मार्केटिंग ऑफिसर बाल चंद शेखर ने कहा कि, पहले डबल श्योर अभियान के साथ ट्रस्ट को स्थापित करने के बाद, अब हम उन विशिष्ट लाभों की तरफ बढ़ रहे हैं। इसे ग्राहक जरूर सराहेंगे। अभियान यह प्रदर्शित कर रहा है कि अब भागीदारी ने उनके लिए 7000 से अधिक ब्रिक्स और मोटार संस्थाओं तक पहुंच बना दी है जो अब विश्वास और सुविधा दोनों घटकों को प्रेरित करेगा। यह ऐसे कई मामलों का निपटान करेगा, जिसका सामना इस श्रेणी के ग्राहक आमतौर पर सेवा के दौरान करते हैं।

PNB MetLife launches its latest brand campaign 'Be Double Sure'

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पीएनबी मेटलाइफ ने शुरू किया बी डबल श्योर अभियान

चंडीगढ़। पंजाब नेशनल बैंक एवं ग्लोबल लाइफ इंश्योरेंस एक्सपर्ट द्वारा बी डबल श्योर अभियान चलाया जा रहा है। कंपनी इस नवीनतम अभियान के माध्यम से ग्राहकों को जोड़ने की तरफ अपना अगला कदम उठा रही है। नया ब्रांड कैम्पेन संगठन द्वारा ग्राहकों को दी जाने वाली सुविधाओं और सेवाओं के बारे में सृजनात्मक प्रस्तुतिकरण करती है। इस अभियान का प्रयोजन 5 से 20 लाख रुपए आय समूह वाले 35 से 50 वर्ष आयु वर्ग के विवाहित पुरुषों के रूप में परिभाषित मास मार्केट ऑडियंस तक पहुंचना है। पीएनबी मेट लाइफ इंडिया इंश्योरेंस कंपनी के चीफ मार्केटिंग ऑफिसर बाल चंद शेखर ने कहा कि, पहले डबल श्योर अभियान के साथ ट्रस्ट को स्थापित करने के बाद, अब हम उन विशिष्ट लाभों की तरफ बढ़ रहे हैं। अभियान यह प्रदर्शित कर रहा है कि अब भागीदारी ने उनके लिए 7000 से अधिक ब्रिक्स और मोटर संस्थाओं तक पहुंच बना दी है जो अब विश्वास और सुविधा दोनों घटकों को प्रेरित करेगा।