



DIGITAL STRATEGY

BRIEF:



Objective

- **Spread awareness** about the brand
- **Educate target audience**



Key Message

- Easy and convenient insurance.

Issues:



- Low awareness & recall.
- Lack of **measuring and managing** channel performance
- **No Homogeneity** in brand communication across all channels
- Low Generation of **good quality leads** and **traffic**

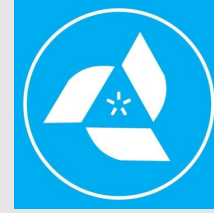


KPI

- Lead generation
- Awareness

COMPETITION ANALYSIS





2,090, 584 followers

1,215,978 followers

1,06,597 followers

15,679 likes

443,920 likes



6,107 followers

3,991 followers

554 followers

304 followers

134 followers



13,622 followers

14,533 followers

2,946 followers

1,407 followers

1,357 followers



1,489 followers

1,804 followers

252 followers

43 followers

607 followers

- Content targets young couples
- Look and feel is a mix of vector and pictures.

- Picture based content
- Direct & Informative content enticing people through discounts

- Picture based content
- The focus is on families and relationships depicting the future goals


- Content is focused on rewards and gifts.
- It talks about healthy living

- Content focusing on achieving future goals and dreams.
- Creating emotional appeal



DIGITAL STRATEGY

DIGITAL OBJECTIVES(KPI)



Changing the
perception and
image of
insurance in the
T.G's mind

Connect with the
Millenials and
Gen Z's in turn
creating
awareness of the
brand

Highlight the
variety of
products, in turn
driving traffic to
the website and
increasing app
downloads.



**THE YOUNG
PROFESSIONAL**

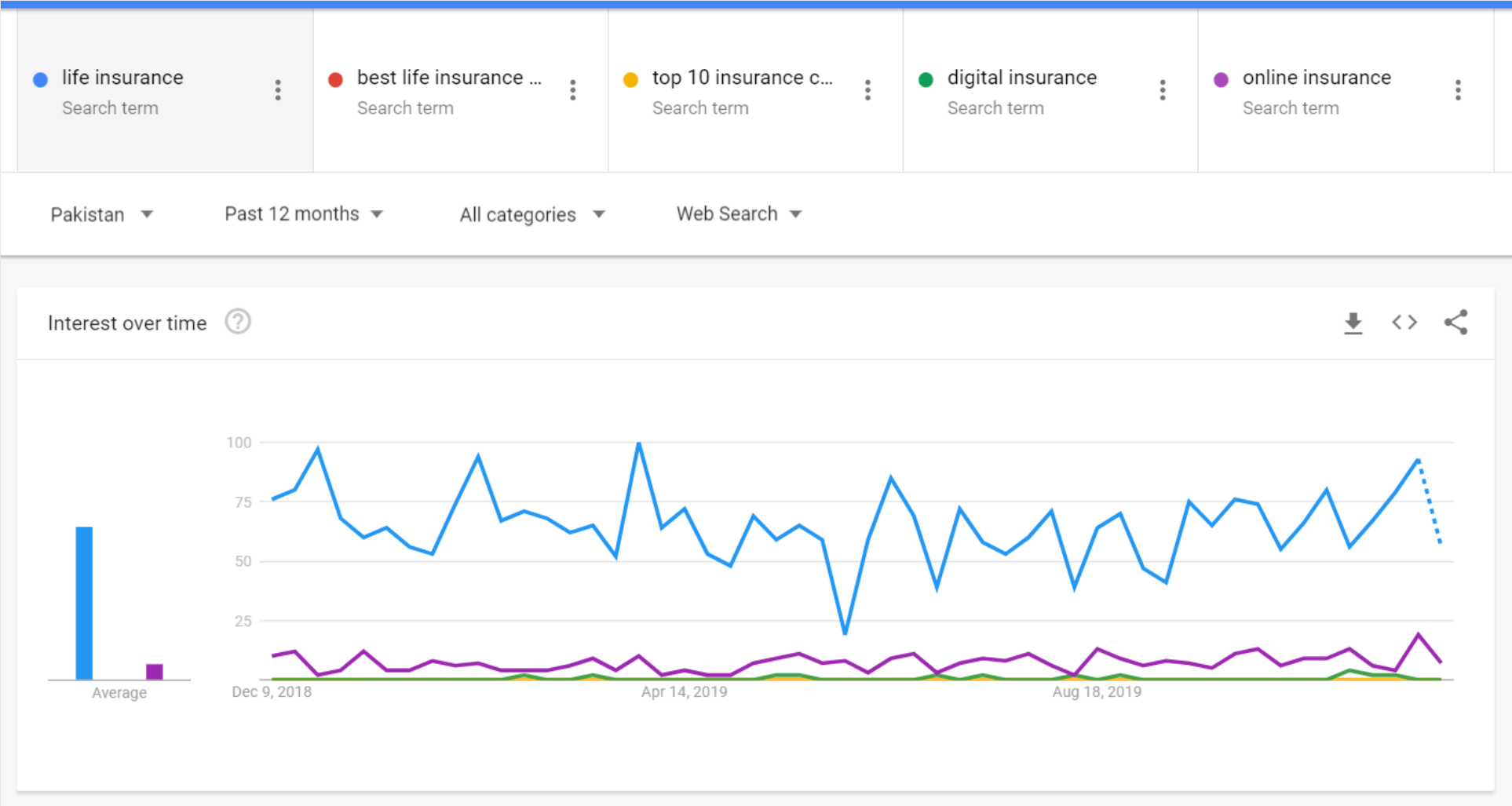


**UNIVERSITY
STUDENT**

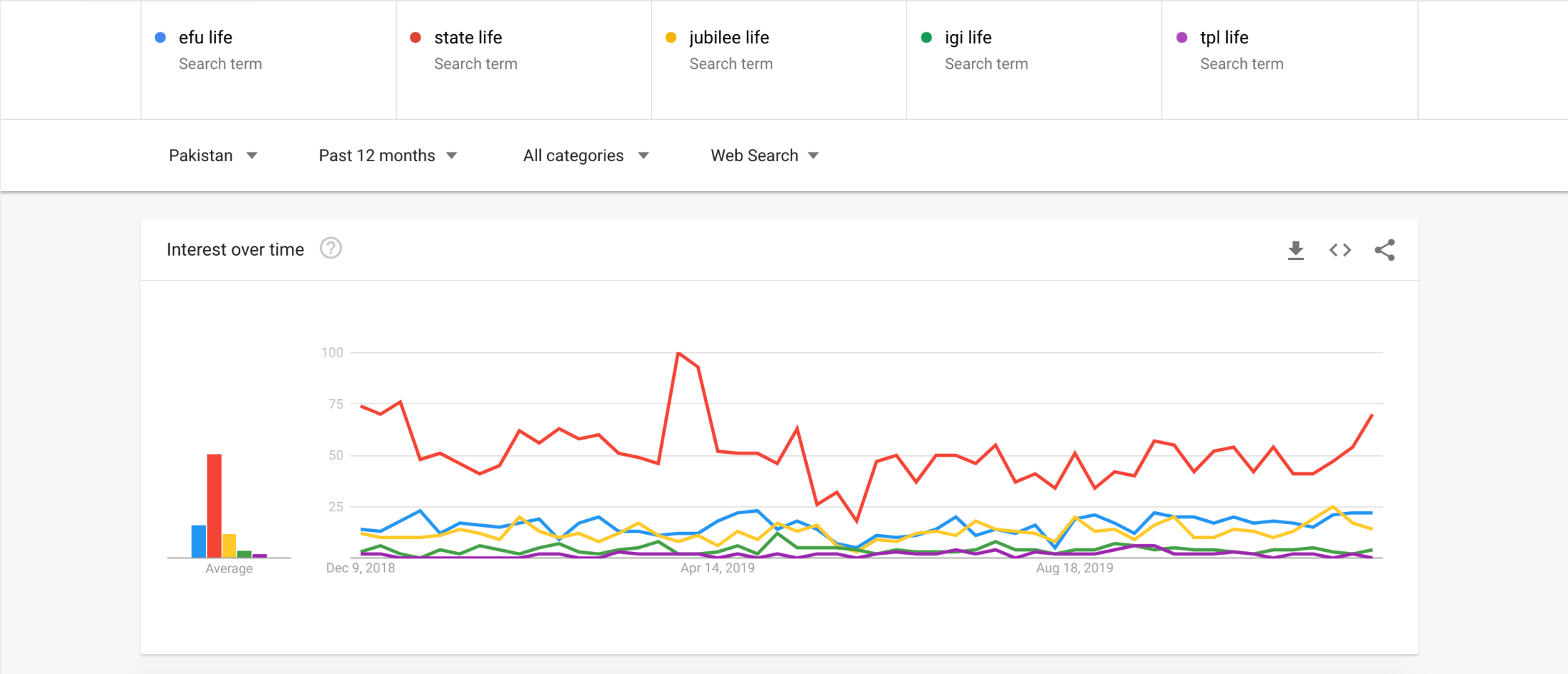


**NEWLY MARRIED
COUPLE**

CATEGORY TREND



COMPETITION TREND



In order to derive a big idea for the brand, we do a comparative analysis of the brand's best self along with the cultural tension presented in the region.

Big Ideal Statement

The world would be a better place if your future was secure from unforeseen circumstances in an easy, convenient and affordable way

Muscle to flex:

- Quality
- Innovation
- Variety
- Heritage



THE BIG IDEA STORY



Everything around us is changing.

People don't just want solutions, they want **quick solutions**.

People want **value for money**.

People want the world to be at their **fingertips**.

They know they need insurance but signing up for an insurance is another hassle.

Hence keeping up to date with the fast paced lifestyle, TPL Life brings a solution, TPL Life gives them...

Jhatt Patt Insurance

A close-up, slightly blurred photograph of a red lifebuoy floating on a body of water. The lifebuoy has two white reflective bands with a textured, honeycomb-like pattern. A white rope is wrapped around the lifebuoy and tied in a knot on the right side. The water is a deep blue-grey color. The word "CONTENT" is overlaid in the center in a white, bold, sans-serif font.

CONTENT

CONTENT PILLARS

Brand

Building brand equity by promoting the brand.

- Define brand's personality
- Spread awareness about the 3 min processing time

Product

Promoting the products using their USPs; range and advantages

- Product and solution awareness
- Promote the range and product features.

The Easy Way

Here we open the floor for the people by engaging them in online activities.

- Situational Content -Series of posts answering the most common queries TPL Life receives in an easy and fun way
- Cash in on trending topics
- Competition (Soul Sisters)
- Why the need for insurance- Mooro Explains

SERIES OF POSTS – TPL LIFE KYU NAHI?

ILAAJ KAY WAQT MERI FINANCIAL
MADAD KAUN KAREGA?



TPL LIFE ka Hospital Cash Assist Plan ab
karay aapki pareshaani durrr



KYA GHAR BAITHE, DOCTOR
SE RABTA HOSAKTA HAI?



TPL SAHULAT
Your digital health platform



BAARISH MEIN BIKE
PHISAL GAYI?



TPL Life Shehsawar dega
aapko tahafuz



ENGAGEMENT

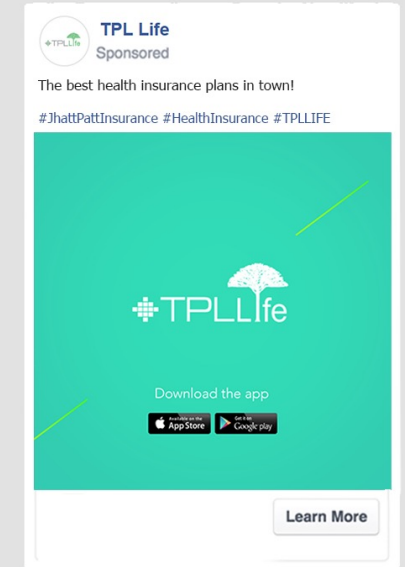
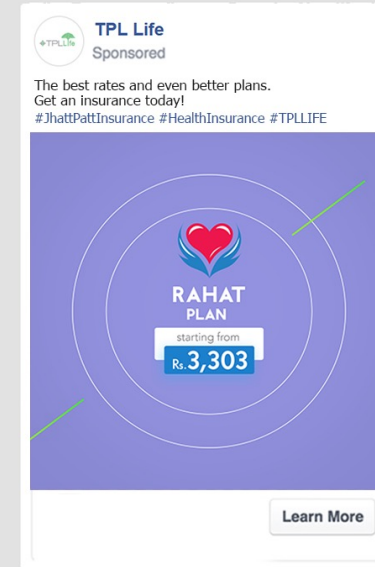
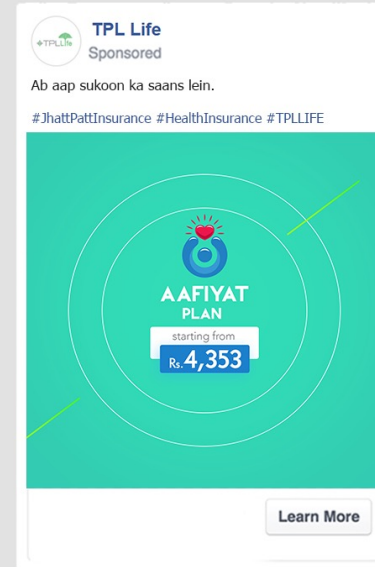
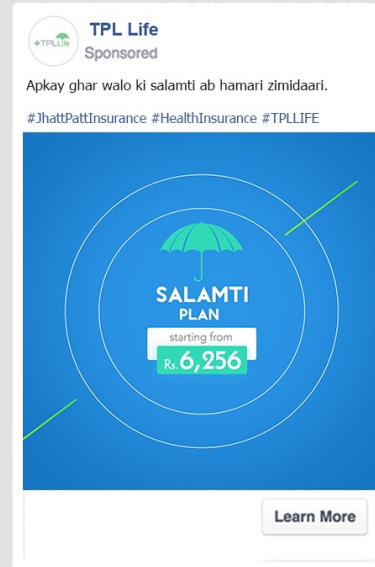
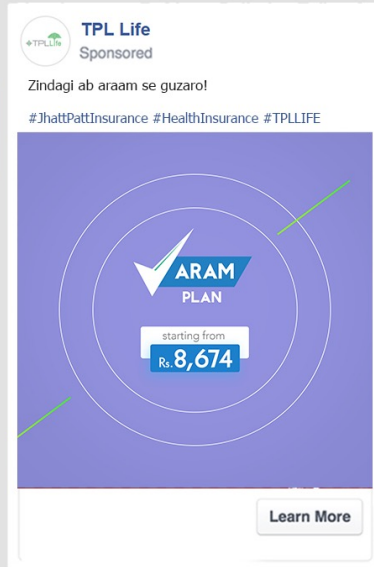
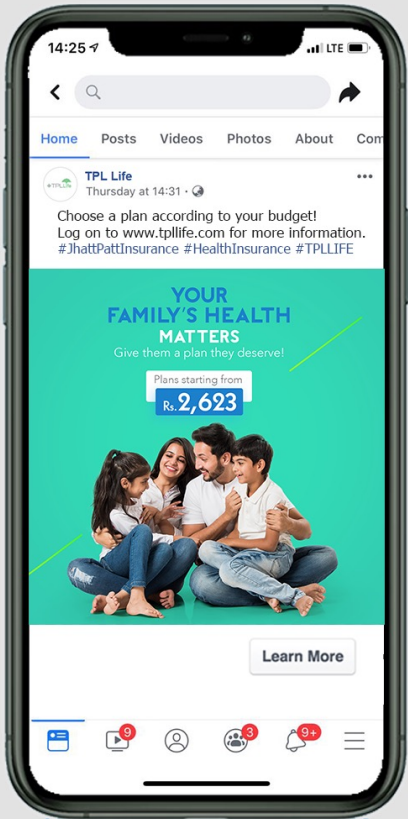
TAG AN
AHMED

Jo roz subah bike
chala key office jata hai!

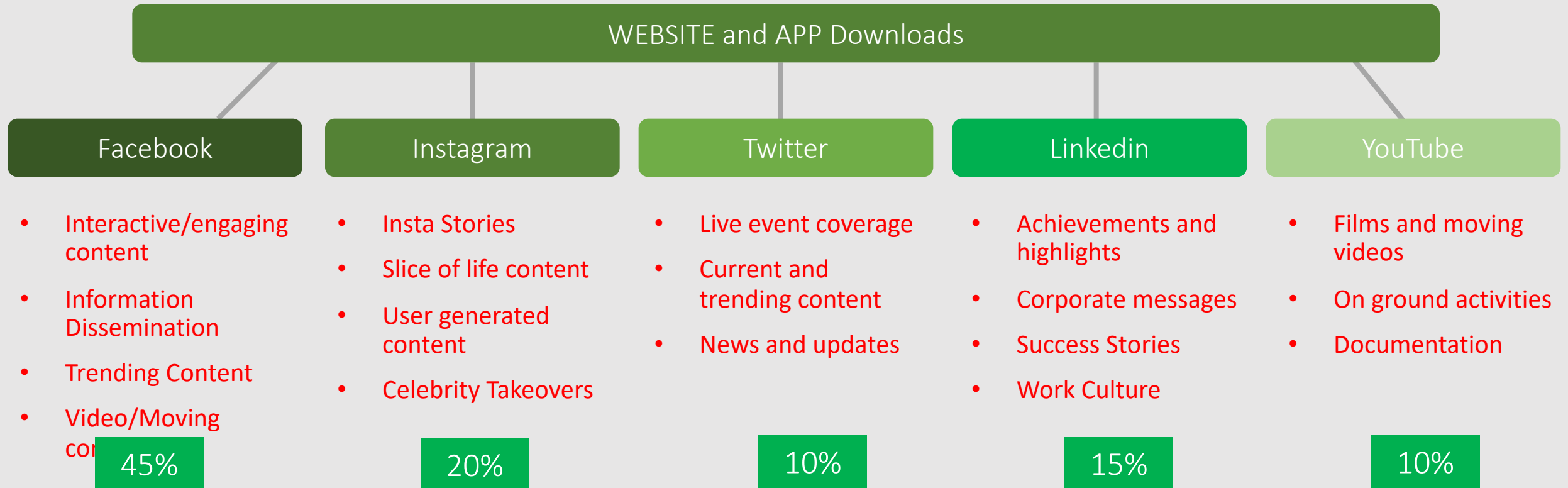


TPLLife

CAROUSEL



DIGITAL PLATFORMS





THUMBSTOPPERS

Social Responsibility

Scene starts with a maid leaving after her daily chores

House Help: Acha baaji main jarahi hu

Baaji: Sabar idhar ao, apna NIC batao, (screen shifts to the women typing on the laptop and the screen of TPL Life is open on it where she is shown registering the house help.

End Message

Jo aapka khayal rakhtey hain

Unka ka khayal rakhein...



Tables Have Turned

Scene starts with daadi scolding a teenager, to take precautions against dengue, while that teenager is rushing out from home.

The teenager replies array daadi, TPL Life ki mosquito shield hai mere paas.

Once that teenager is gone – daadi offers a dua for that teenager's well being.

End Message

Dua app karien – ilaaj hum kariengy!





ADDITIONAL IDEAS

YAMAHA COLLABORATION

Objective – target the right people for the right insurance and collaborate with different brands to spread word of mouth and awareness.

Yamaha Riders club is a platform for all new Yamaha owners that gathers them all to share riding experiences together.

The members of the club get extra care from Yamaha because they are closely connected with the brand team.

TPL Life can join hands with Yamaha to give Shahsawar insurance to every new member of the club.



TCF SCHOOL- CSR

Objective – targeting the underprivileged people of the society, in turn educating people about the affordable Mosquito Shield insurance.

The idea is to spread awareness at the same time collaborate with brands working for the betterment of the society.

TPL Life to partner with TCF and provide free dengue insurance to all students registered at TCF.



THE CITIZENS FOUNDATION

1 TWEET= 1 INSURANCE

Objective – targeting the T.G using the emotional factor and getting them to be a part of something big by simply retweeting.

The idea is to spread awareness and talk to the T.G in the language they understand.

1 retweet of the tweet posted by TPL equals to a Mosquito Shield donated to the underprivileged.



A red umbrella is the central focus, its surface glistening with numerous white raindrops. The umbrella is open, showing its segmented ribs. The background is a dark, textured surface, possibly a wet pavement or a wall, with more raindrops visible, creating a sense of a heavy rainstorm. The overall mood is somber and atmospheric.

PR & OUTREACH

SUMMARY



PODCAST

Product details and benefits.

VLOGS

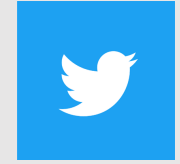
travel and mass insurance plans to be introduced to the audience of vloggers



Highlighting different issues that can be tackled with different TPL Life insurance plans



Targeting the audience of Facebook groups.
The importance of insurance and the ease and convenience of TPL Life will be communicated



Twitter trending for awareness about TPL Life among the mature and educated audience.



PODCAST

Product details and benefits.

VLOGS

travel and mass insurance plans to be introduced to the audience of vloggers

- **Patangeer** : Travel vlogger will promote travel insurance of TPL Life
- **Mooro** and **Faiza** will focus content around Retail/ Mass Retail and Micro Insurance
- **Junaid Akram's** podcast will be around talking one on one with TPLs representative around Corporate and Life Mauvin Plan





Highlighting different issues
that can be tackled with
different TPL Life insurance
plans

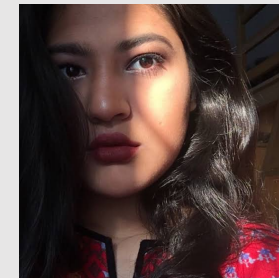
(Phase 1)

Influencers will create awareness about
“What is TPL LIFE”



(Phase 2)

Each influencer will be given a suitable
product (insurance plan) to promote
through situational story content





Targeting the audience of Facebook groups.
The importance of insurance and the ease and convenience of TPL Life will be communicated

On-board groups like

Soul Brothers

Halaat Updates

Soul Sisters

News Publishing Platform; "The Current" and have them run campaigns around Bodyguard Instant Insurance/ Shehsawar/ Hospital Cash Assist/ Water Shield/ etc.





Twitter trending for awareness about TPL Life among the mature and educated audience.

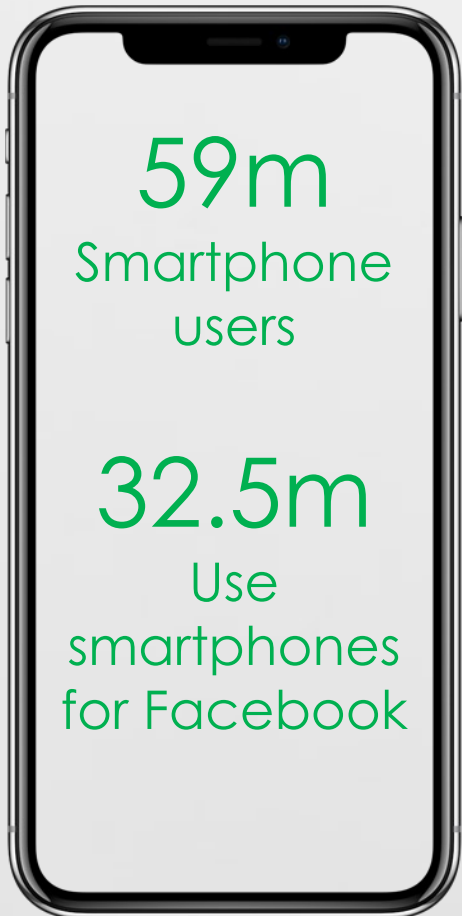
1 Day Twitter Trending and a week's content seeding talking about TPL's Insurance plans, its USPs and offerings and all the benefits associated with it.



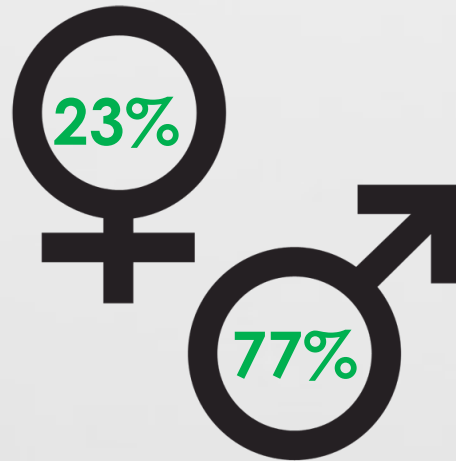
MEDIA PLAN



PAKISTAN'S DIGITAL AUDIENCE



Total Digital Audience
44.9m
Social Media Audience
35.2m



77% of the digital audience is
male and 23% is female


Active Monthly Users



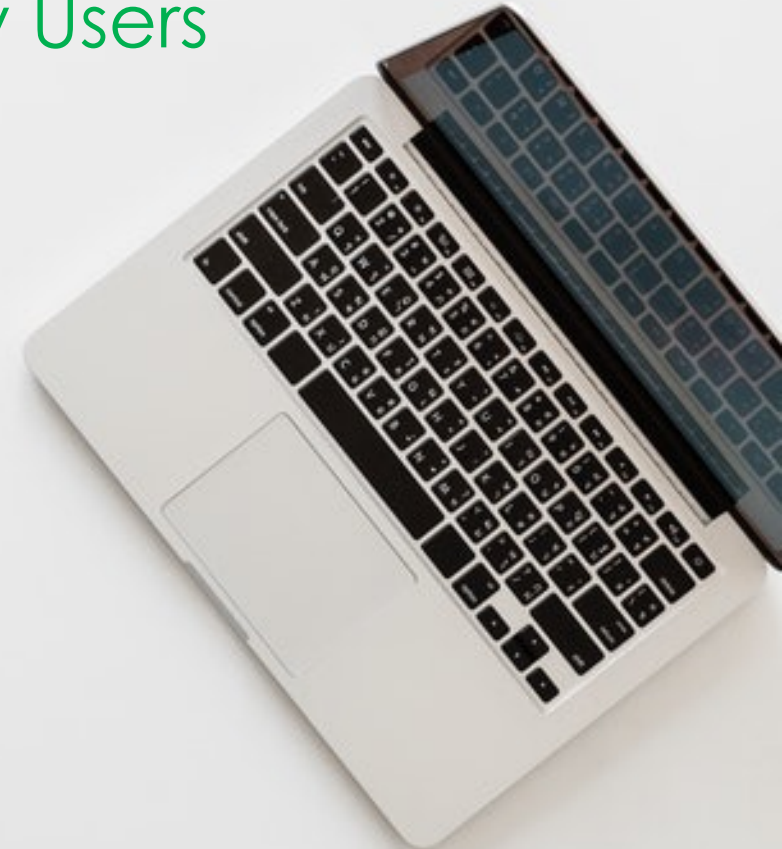
36m active
monthly users on
Facebook



35m active
monthly users
on YouTube



6.2m active
monthly users on
Instagram



MEDIA CAMPAIGN OBJECTIVES

1

Increase the brand awareness of TPL Life and its features to the targeted audience through all major digital platforms.

2

Establish the 3 minute processing time and the convenience of choosing TPL Life over other insurance companies.

3

Promote the variety of packages available on the platform, along with the deals and discounts.

4

Establish TPL Life as the brand which comes to your mind when someone talks about convenient insurance.

AMPLIFICATION STRATEGY OVERVIEW

Performance Marketing



Reaching the potential audience who are searching for relevant keywords.



Ads including CTA link (Sign Up) which will route to the Customer Registration Form on the TPL Life Website.

Brand Awareness



News Feed and Stories promotion will be done



Below mentioned creatives will be used.

1. Non-Skippable
2. Bumper Ads



LinkedIn will be used for corporate brand building .

MEDIA SPENDING OVERVIEW

Performance Marketing



PKR
600,000



PKR 800,000

Brand Awareness



PKR
1,400,000



PKR
1,500,000



PKR
700,000

Total Media Budget for 3 Month: PKR
5,000,000

Media Plan

Platforms	Placement	Banner Type	Targeting	Module	Est. Rate	Estimated Clicks/Engagements	Estimated Video Views	Total Impressions	Budget (PKR)	Estimated CTR	Estimated VTR
Facebook & Instagram Post Promotions	Desktop / Mobile Newsfeed	Moving/Static	Karachi, Lahore, Islamabad, Rawalpindi, Peshawar	CPM	50.00	360,000	-	24,000,000	1,200,000	1.50%	-
Instagram Stories Promotions	Insta Stories feed	Stories		CPM	50.00	300,000	-	20,000,000	1,000,000	1.50%	-
LinkedIn Post Promotions	LinkedIn News Feed	Moving/Static		CPM	2200.00	6,364	-	318,182	700,000	2.00%	-
Google Search Ads	Google Search Engine	Text		CPC	50.00	12,000	-	400,000	600,000	3.00%	-
YouTube Promotions	YT Stream	Video Ad		CPM	500.00	18,000	2,100,000	3,000,000	1,500,000	0.60%	70.00%
Total						696,364	2,100,000	47,718,182	5,000,000		

NOTES:

All mediums/platforms, figures are estimates based on research & experience and will vary depending on:

- Current click rates
- User interests

All payments to be made in advance.

Advertising Commission will apply.

All costs are exclusive of govt. taxes & levies.

A photograph of a yellow lifebuoy with white rope, resting on a wooden pier. The pier is made of weathered wooden planks, and the background is dark, rippling water. The scene is dimly lit, creating a somber and reflective mood.

THANK YOU