

The background of the slide is a collage of images. The central image shows a man and a young boy in a forest. The man is holding a small airplane, and the boy is holding a red apple. The collage is composed of several overlapping images of the same scene, creating a layered effect. The images are framed by white geometric shapes, primarily triangles and squares, which are arranged in a pattern that suggests a digital or architectural theme. The overall color palette is dominated by green, reflecting the forest setting.

Digital Launch Plan

Insurance Overview



- EFU Life Assurance remained the most profitable entity among the five private life insurance companies operating in Jan-Mar.
- Currently, the penetration of life insurance is only 0.51% of GDP in Pakistan.
- The savings-to-GDP ratio decreased from 14.7% in the preceding fiscal year to 14.5% in 2015-16, according to the latest economic survey.
- At present, 7 life insurance companies and 2 family takaful companies operate in the country.

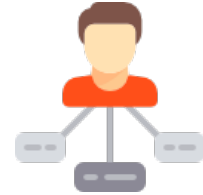
Campaign Objectives



Create impact and build awareness by maximizing reach and frequency across various digital channels



Increase social reach & engagements by creating compelling useable and shareable content



Drive Traffic to the campaign landing page and recruit more social fans on the FB Fan Page

Campaign Touch Points

SOCIAL



To be used as a content dissemination & engagement platform..

Social advertising to be used for content promotion, driving engagements & increasing fan base
(Ads to deliver on all devices)

DISPLAY



Standard and Rich banner ads to run to create impact & maximize reach
(Ads to deliver on all devices)

SEARCH



To be used to target direct brand & competition specific search queries/keywords as well as target audience related keywords
(Ads to deliver on all devices)

VIDEO



Video Ads to be used mainly as part of rich media display ads as well as pre rolls and standalone video ads on various placements that are part of the media plan
(Ads to deliver on all devices)

CONTENT



Fixed, Agile & Fluid content approach to be used to create video, pictorial & native content for the campaign.

This content will then be disseminated & promoted through social platforms as well as partner publishers

History of “Keep Calm”

- The Ministry of Information was formed by the British Government as the department responsible for publicity and propaganda during the Second World War.
- In late 1939 after the outbreak of the war, the MOI was appointed by the British Government to design a number of [morale boosting posters](#) that would be displayed across the British Isles during the testing times that lay ahead.
- The third and final poster of the set was again very straightforward and to the point - it simply read **‘Keep Calm and Carry On’**.

“Keep Calm” Campaign

- We need to develop campaigns with captions related to situations where people lose their calm... ending with Keep Calm posters.



Stressed about your health,
no savings...



At TPL Life we are with you
at every step of the way



At TPL Life we got your
back throughout your life's
journey

“Keep Calm” Campaign



- **Quizzes**

**1) Let TPL Life know What Makes You Lose Control?
And WIN BIG!**

**2 A) Let TPL Life know Who is Your Saviour When
it comes to getting you out of Difficult Situations**

OR

**2 B) Nominate the person who is your life savior
in difficult situations**

“Keep Calm” Campaign



- Videos
 - 10 secs situations of people losing their calm in difficult situations with end note TPL Life “The Life Savors” - (humorous approach)
- Blogs
 - In brandsynario, mangobaaz etc – on handling stress etc

“Mass Retail” Campaign – “Be Accessible”



TPL Life #BeAccessible

- TPL Life will be launching three products in the mass retail market, making insurance accessible to just about everyone.
 - The campaign about creating an accessible world.
-
- Accessibility is all about our ability to engage with, use, participate in, and belong to, the world around us.
 - Posts and videos..
 - Imagine a world of possibility rather than limitation.

Campaign Phases

TEASER

“Keep Calm” posts

Do you have a future?

- What future holds for you?
- How can we make life simpler for you?
- What makes us the easiest company to deal with?

LAUNCH

Your future is in safe hands with TPL Life

In addition to the banners, an explainer video style video to be produced to run as part of video ads.

CEO's video about TPL Life's Journey and future plans

POST LAUNCH

Humorous situations in short video clips showing the future.

Video reactions of the consumers their future plans

Create a Campaign Hashtag

Although hashtags were created as a way to organize the massive amount of content working its way through Twitter, they've since evolved into something much more. Hashtags have become a way for people and brands to create conversations, to interact with friends and fans, and to promote their products to massive amounts of new users.

References:

<http://www.tintup.com/blog/7-examples-of-successful-hashtag-campaigns/>

<https://econsultancy.com/blog/67671-11-of-the-most-memorable-brand-hashtags-of-all-time/>

<http://www.socialmediaexaminer.com/six-tips-killer-hashtag-campaign/>

Ref: CEO's Video



<https://www.youtube.com/watch?v=TguamcqrQjl>

Paid Media Strategy

Teaser (4 Days - 5% Inventory)

Display and social ads to roll out 4 days before the launch

Launch (25 Days - 60% Inventory)

2-3 days Home Page Take Overs on direct bought properties

Search, Social and Video Ads to be rolled out on respective platforms with high frequency

Native content to be rolled out on respective publishers along with content seeding of our news and content by the publishers

High frequency of rich media and standard ad inventory to follow the first 2-3 days for the remaining

Post Launch (15 Days - 35% Inventory)

Focus to shift from campaign promotion to content and facts promotion

Standard banner ads to be used to promote “Favorites” and “Keep Calm” supported by social ads promoting the consumers and corporate customers videos

Search ads will continue to run in parallel

Traffic and Audience of Selected Media Properties

PUBLISHER/NETWORK	CATEGORY	MONTHLY UNIQUE	MONTHLY PAGE VIEWS	AUDIENCE TYPE	GENDER		AGE		
					MALE	FEMALE	18-24	25-34	25-34
Facebook	Social	24 million	-	All	All		-	-	-
Google	Search/Network	N/A	-	All	-	-	-	-	-
YouTube	Video	10+ million	-	All	-	-	-	-	-
ESPNCricinfo	Sports/Cricket	2.2 Million	37.7 Million	Corporate + Youth	97.00%	3.00%	50.00%	35.00%	15.00%
Express	News [Urdu]	3.8 Million	18 Million	Corporate	85.00%	15.00%	14.06%	39.30%	46.64%
DailyPakistan	News [Urdu]	2.4 Million	15 Million	Corporate	76.00%	24.00%	12.64%	32.18%	55.18%
Tribune	News [English]	2.2 Million	8 Million	Corporate + Youth	65.00%	35.00%	28.44%	48.36%	23.20%
Dawn	News [English]	1.5 Million	16 Million	Corporate	75.00%	25.00%	18.12%	38.05%	43.83%
Geo	News [English]	1.1 Million	5 Million	Corporate	85.54%	15.46%	15.36%	45.25%	39.39%
Jang	News [Urdu]	1 Million	28 Million	Corporate	95.15%	4.85%	9.15%	65.12%	28.73%
ProPakistani	News/Tech [English]	1 Million	1.8 Million	Corporate + Youth	90.00%	10.00%	25.32%	52.34%	22.34%
BrandSynario	Infotainment/Media [English]	0.70 Million	1.1 Million	Corporate + Youth	53.00%	47.00%	39.00%	52.00%	7.00%
Business Recorder	Business/Finance [English]	0.28 Million	0.88 Million	Corporate	76.40%	23.60%	12.32%	32.25%	55.43%

Snapshot: Tribune – Home – Rich Media

A screenshot of the Tribune website's home page. At the top, the masthead reads "THE EXPRESS TRIBUNE WITH THE International New York Times". Below this, a navigation bar includes links for HOME, PAKISTAN, BUSINESS, WORLD, SPORTS, LIFE & STYLE, MULTIMEDIA, OPINION, MAGAZINE, BLOGS, and URDU NEWS. A "LIVE NEWS" section is also present. A large red banner for "VTC KARO Yayvo.com" dominates the center, featuring a man with a laptop and the text "Get a chance to win from over 10,000 prizes every week". To the left of the banner, a "TOP NEWS" section shows a headline about a "Pakistani tight lid on Bernardine" with a photo of a man. Below this, another headline mentions "Sipah tribe agree militants". To the right of the banner, a video player shows a play button icon. Below the video, a headline reads "nuclear option in Kargil". At the bottom, a "FEATURED" section includes a "BLACK FRIDAY" logo and a video of Shah Rukh Khan with the caption "Here's Shah Rukh Khan asking Pakistan to watch Dilwale". A small "2016 Domestic ODI Cup: Asif, Butt will" headline is visible at the bottom left.

Snapshot: Tribune – Pakistan – Native

EXPRESS NEWS THE EXPRESS TRIBUNE WEB CHUTNEY URDU E-PAPER ENGLISH E-PAPER WATCH EXPRESS NEWS LIVE

THE EXPRESS TRIBUNE

Friday, 01 Apr 2016 Today's Paper Advertise

HOME PAKISTAN BUSINESS WORLD SPORTS LIFE & STYLE VIDEOS OPINION MAGAZINE BLOGS URDU NEWS LIVE NEWS

SINDH PUNJAB BALUCHISTAN KP & FATA JAMMU & KASHMIR GILGIT BALTISTAN



THE EXPRESS TRIBUNE PAKISTAN

Eight reasons why using hair removal cream is better than waxing

By Sidra Ayaz Published: April 1, 2016

 **Veet**
Publishing Partner

8 SHARES  SHARE  TWIST  EMAIL



Snapshot: Express.pk – Home – Rich Media

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EXPRESS NEWS
WATCH LIVE

برطانوی یونیورسٹیوں کی گریجویٹ ڈیپارٹمنٹ کی ویب سائٹ سے پریشان

جائزہ ترین




Managing your Warid **LIFE** connection gets a whole lot easier!

تازہ ترین سلائیڈ شو




یمن میں پھنسے پاکستانیوں
 اور غیر ملکیوں کو لے کر پاک بحری
 پارلیمنٹ کا مشترکہ اجلاس
 کا جہاز کرپٹی چل گیا

حیدر آباد میں عمران خان کی آمد کے موقع پر تحریک انصاف کے کارکن آپس میں گتھم گتھا

ویب ایک | 11 منٹ پہلے
 عمران خان کی آمد کے موقع پر پی ٹی آئی کے 2
 دھڑوں میں فحشے بازی کے معاملے پر متنازع ٹکڑا
 ہوا اور لڑائی میں بدل گیا
 تبصرے



روزانہ کی 10 بڑی خبریں حاصل کریں بذریعہ ای میل


ای میل ایڈریس
 منسکراف

مزید خبریں

اہم خبریں



غازی محمد ادریش قتل کیس میں پرمیز مشرف کے قاتل طاہرہ دارم کر قادی مطلق



انکیشن کو انکیشن دیتے دیا جائے اسے دھمکیوں کی جنگ نہ بنائیں، الطاف حسین



پاکستان کی سرحدی علاقے میں ایران کے سیکورٹی اہلکاروں کے قتل کی مذمت



برسرے اشتعال کیلئے ان زرمیں انڈسٹریل پارک چھاپا دیا گیا ہے

Snapshot: Geo – Home – Rich Media

The screenshot displays the Geo News website interface. At the top is a navigation bar with links: HOME, LATEST, PAKISTAN, WORLD, ENTERTAINMENT, LIFESTYLE, SPORTS, BUSINESS, VIDEOS, TV SHOWS, GEO URDU, and WATCH LIVE. The main content area features a large Zong 4G advertisement with the text "Officially Declared the Best Network for Internet!" and "Join our family now". Below this is a news article titled "Rangers question PPP leader Qadir Patel's involvement with Lyari gangs, land mafia" and "PPP's Karachi chief Abdul Qadir Patel sacked". To the right of the article is a "Today's Schedule" section showing "18:00 News" and "Outshine this summer" collection. At the bottom, there is a row of small thumbnail images representing various news stories.

News

HOME LATEST PAKISTAN WORLD ENTERTAINMENT LIFESTYLE SPORTS BUSINESS VIDEOS TV SHOWS GEO URDU WATCH LIVE

ZONG 4G
Officially Declared
the Best Network for Internet!
Join our family now

Close X

For over 5
chief
closed
into


On Air Today's Schedule
18:00 News Watch Live


Outshine this summer
SUMMER COLLECTION ZONG IN STORES NOW
Available Online stylo

- Rangers question PPP leader Qadir Patel's involvement with Lyari gangs, land mafia
- PPP's Karachi chief Abdul Qadir Patel sacked


Chhatu Gang released
DM in London warns
New Danish legislation
Drama series
Court should form
Boris attacks suspect
Turkey's new school

Snapshot: Geo – Home – Standard

HOME LATEST PAKISTAN WORLD ENTERTAINMENT LIFESTYLE SPORTS BUSINESS VIDEOS TV SHOWS GEO URDU WATCH LIVE



Seven policemen guarding polio workers gunned down in Karachi's Orangi Town



43 minutes ago
Policemen were on guard duty accompanying vaccination team on anti-polio campaign in Orangi Town


[Related Stories](#)

- PM Nawaz condemns attack on policemen in Karachi
- PM Nawaz condemns attack on policemen in Karachi


On Air

Today's Schedule


16:05
Khabarnak




WATCH FYDC SINGLE FASHION WEEK FROM THE FRONT ROW #SINGLEGATFASHIONWEEK




PM Nawaz condemns attack on policemen in Karachi




Chhotu Gang surrenders, hostages released




CTD obtains footage of Mardan Blast




18-year-old confesses to killing employer's children in Karachi



Army chief urges across-the-board accountability, calls for uprooting corruption



Under trial prisoner jumps off Karachi court building



US, Russia must 'sync' on Syria, Obama tells Putin

PAKISTAN PAKISTAN PAKISTAN PAKISTAN PAKISTAN PAKISTAN PAKISTAN

Snapshot: Jang – Home – Standard



Snapshot: Cricinfo – Home – Takeover



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CHOOSE EDITION: **PAKISTAN**

ESPN cricinfo 20
1993 - 2013

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Sign In | Register | Log In

Search

Popular: Sachin Tendulkar | Virat Kohli | ICC Rankings

Series Countries Live Scores Fixtures Results News Features Photos Video & Audio Blogs Statistics Archive Games Mobile

Quick Links: SA v Pak | The Ashes | SL v NZ | Ind v WI | Farewell Tendulkar | ESPNcricinfo for Cricket | Fantasy | ESPNcricinfo apps

ESPN cricinfo 20 The incredible journey of 20 years



South Africa v Pakistan, 2nd T20, Cape Town
Pakistan seek to get out of T20 rut
SA v Pak T20 preview | Davids still part of SA World T20 plans

Australia v England, 1st Test, Brisbane, 2nd day
Australia's pace destroys England
Live scorecard | Report - England slump to 136 | Gallery | Ashes Twitter | 1st day highlights

Pakistan news
Malik, Razzak deny discipline issues
Players insist injuries the reason they returned home

India v West Indies, 1st ODI, Kochi
India spinners set up easy victory
Scorecard | Report - Fifties for Kohli, Rohit | Gayle pulls hamstring | Kohli focussed after equalling Richards | Luck, momentum on India's side - Bravo | Plays - Heavy load warning | Gallery

More Photos

PLAY: ESPNcricinfo Ashes Fantasy Cricket >>

Scores Results Fixtures

International

- Australia 295 & 65/0 v England 136
- South Africa v Pakistan (18:00 local | 16:00 GMT | 21:00 PKT)

ICC World Twenty20 Qualifier

- Denmark v P.J.G.
- Scotland 165/4 v Netherlands 33/1 (4/20 ov)
- U.A.E. 159/8 v Canada 20/1 (4/20 ov)

Domestic

- Australia Domestic**
- South Africa Domestic**
- Pakistan Domestic**
 - Habib Bank 294/4 (45/45 ov) v United Bank
 - Port Qasim A 133 v Khan RL 10/2 (4/45 ov)
 - WAPDA 250/6 (45/45 ov) v National Bank
- India Domestic**

Live scores pages » | Scores on Mobile » | Live

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Specials

Clarke's problem
Sambit Bal: A weakness against the short

More News


Sri Lanka cruise to series win
Scorecard | Report - Fifties for Kusal, Dilshan | Mills encouraged by individual performances | Plays - Kusal's rugby

Snapshot: Cricinfo – Live scorecard – Strip

LIVE SCORES

Like 29


Tweet



England tour of United Arab Emirates, 3rd T20I: England v Pakistan at Sharjah, Nov 30, 2015

Summary

Full scorecard



England
Pakistan

Match scheduled to begin at 20:00 local time (16:00 GMT)

Current time 17:37 local, 13:37 GMT | Match begins in: 2:23

England Squad

EJG Morgan*, MM Ali, SW Billings, JC Buttler†, AD Hales, CJ Jordan, SD Parry, LE Plunkett, AU Rashid, JE Root, JJ Roy, RJW Topley, JM Vince, DJ Willey, CR Woakes

Pakistan Squad

Shahid Afridi*, Aamer Yamin, Ahmed Shehzad, Anwar Ali, Imran Khan (1), Mohammad Hafeez, Mohammad Irfan, Mohammad Rizwan, Rafatullah Mohmand, Sarfraz Ahmed†, Shoaib Malik, Sohaib Maqsood, Sohail Tanvir, Umar Akmal, Wahab Riaz

ENGLAND ON A ROLL

4-0

England's win-loss record in T20Is in 2015. It's the first time they've played more than three T20Is in a calendar year without losing any. In 2014, they won 3, lost 9

Hours of play (local time) 20.00 start, First Session 20.00-21.25, Interval 21.25-21.45, Second Session 21.45-23.10

Series/Tour home

Ground page

England home | squad

Pakistan home | squad

Match officials

The hand of Baz

New Zealand and the McCullum effect


The Cricket Monthly

MATCH COVERAGE

Preview

Preview - England hunt whitewash to end tour

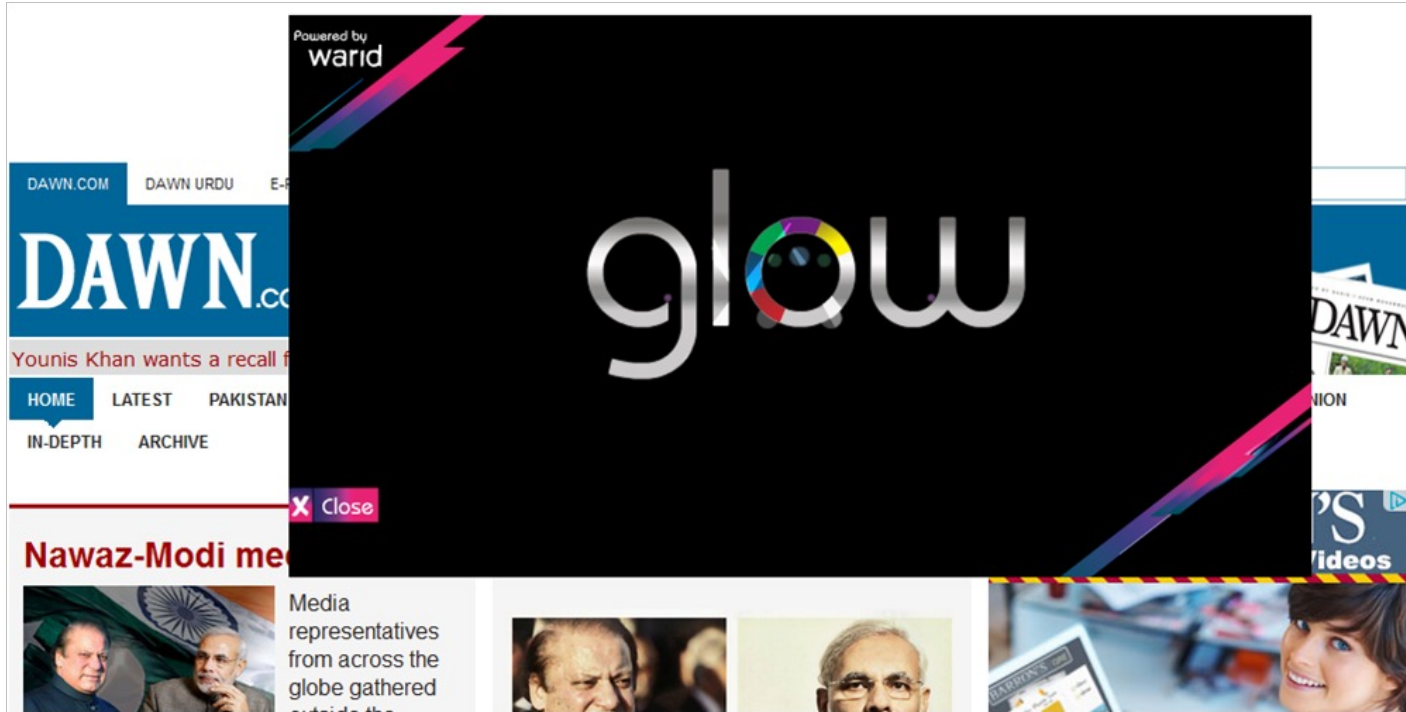
Cricketers on Twitter



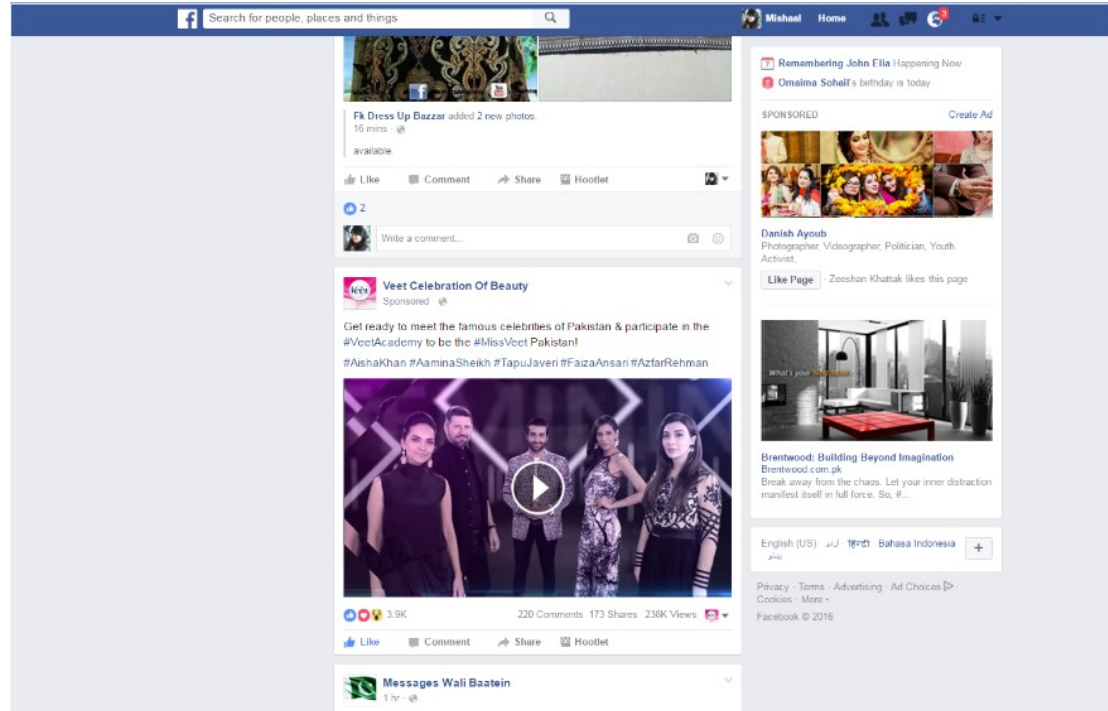
Sponsored Links

ESPN 30-11-2015.

Snapshot: Dawn – Home – Rich Media



Snapshot: Facebook – Page Post Video Ad

A screenshot of a Facebook page showing a video advertisement. The page header includes a search bar and navigation links. The main content area displays a video ad for "Veet Celebration Of Beauty" with a play button overlay. Below the video are engagement metrics and interaction buttons. To the right, there are sponsored posts, including one for "Remembering John Fila" and another for "Brentwood: Building Beyond Imagination". The footer contains language settings and privacy links.

Search for people, places and things

Mishaal Home

Remembering John Fila Happening Now
Omama Sohail's birthday is today

SPONSORED Create Ad

Fk Dress Up Bazaar added 2 new photos.
16 mins · available

Like Comment Share Hootlet

2

Write a comment...

Veet Celebration Of Beauty
Sponsored

Get ready to meet the famous celebrities of Pakistan & participate in the #VeetAcademy to be the #MissVeet Pakistan!
#AishaKhan #AaminaSheikh #TapuJaveri #FazaAnsan #AzfarRehman

220 Comments 173 Shares 238K Views

Like Comment Share Hootlet

Danish Ayoub
Photographer, Videographer, Politician, Youth Activist

Like Page · Zeeshan Khattak likes this page

Brentwood: Building Beyond Imagination
Brentwood.com.pk
Break away from the chaos. Let your inner distraction manifest itself in full force. See, it...

English (US) العربية বাংলা Bahasa Indonesia

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2016

Snapshot: Facebook – Page Post Ad

The screenshot shows a Facebook interface with a blue header bar. The search bar at the top left contains the text "Search Facebook". The user's name "Sonia" and navigation icons are on the right. The main content area features a sponsored post from "World" (Sponsored - it). The post text reads: "The more you spend the more you save with World 50 Paisa Offer. Enjoy as low as 50 paisa/30sec on all networks! For details, visit : <http://bit.ly/2SHppNy>". Below the text is a large image of a woman in a blue and white patterned dress talking on a phone, with a large "50" and Urdu text overlaid. The post has 63K likes, 466 comments, and 497 shares. Below the post, a notification says "Haris Hassan was tagged in a photo." and a photo of "Babar Danyal Khan with Haris Hassan and 6 others." is visible. To the right of the sponsored post are two smaller advertisements. The first is for "Daraz.pk" featuring an air conditioner and text: "Get your AC now! Are you ready for Summer? Buy ACs on Daraz & get FREE installation in Karachi, Lahore & Is...". The second is for "Fuchsia Premium Lawn by Sobia Nazir" featuring a woman in a pink dress and the text "Fuchsia 20% Sale www.bytes.pk Save 20% on the Fuchsia Designer Lawn Collection exclusively at bytes.pk". At the bottom right, there are links for "English (US)", "عربیہ", "Español", "Privacy", "Terms", "Advertising", "Ad Choices", "Cookies", and "Facebook © 2016".

Snapshot: Facebook – Page Post Like

PAGES

- Veet Celebration ... 20+
- Pages Feed 20+
- Like Pages
- Create Page
- Create Ad


APPS

- Games
- On This Day
- Find Friends
- Photos
- Suggest Edits
- Pokes 2
- Saved
- Games Feed 20+


FRIENDS

- Family
- Acquaintances
- Symmetry Group
- Close Friends

Suggested Page

**TCS**
Sponsored (demo)

TCS karo & get a chance to win from more than 10,000 prizes every week!
Click for details.



TCS
Company
48,493 people like this.

Like Page

This Week

220,446 Post Reach	10,201 People Engaged
------------------------------	---------------------------------


Recent Posts

- ☒ **There's nothing that can stop you from ...**
9,665 Reached · 770 Engagements
Boost This Post
- ☒ **How well do you know your #friends? T...**
2,768 Reached · 285 Engagements
Boost This Post

See More

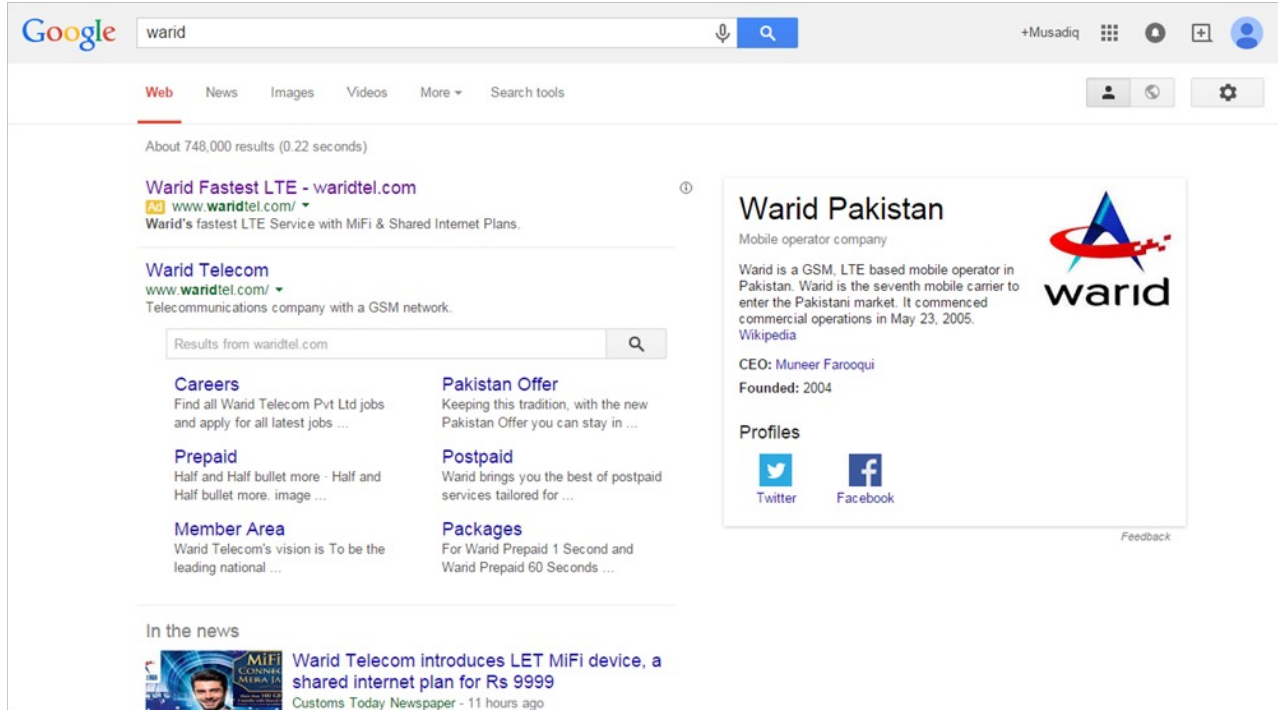
SUGGESTED PAGES

See All



Laughing Colours

Snapshot: Google – Search

A screenshot of a Google search results page for the query "warid". The page shows the Google logo, search bar, and navigation tabs. The search results include a snippet about 748,000 results, a list of search results for "Warid Fastest LTE", a knowledge panel for "Warid Pakistan" with details about the mobile operator, and a section for "In the news" featuring a news article about Warid Telecom's new MiFi device.

Google warid

Web News Images Videos More Search tools

About 748,000 results (0.22 seconds)

Warid Fastest LTE - waridtel.com
Ad www.waridtel.com/ ▼
Warid's fastest LTE Service with MiFi & Shared Internet Plans.

Warid Telecom
www.waridtel.com/ ▼
Telecommunications company with a GSM network.

Results from waridtel.com

Careers
Find all Warid Telecom Pvt Ltd jobs and apply for all latest jobs ...

Prepaid
Half and Half bullet more · Half and Half bullet more. image ...

Member Area
Warid Telecom's vision is To be the leading national ...

Pakistan Offer
Keeping this tradition, with the new Pakistan Offer you can stay in ...

Postpaid
Warid brings you the best of postpaid services tailored for ...

Packages
For Warid Prepaid 1 Second and Warid Prepaid 60 Seconds ...

Warid Pakistan
Mobile operator company

Warid is a GSM, LTE based mobile operator in Pakistan. Warid is the seventh mobile carrier to enter the Pakistani market. It commenced commercial operations in May 23, 2005.
Wikipedia

CEO: Muneer Farooqui
Founded: 2004

Profiles

Twitter Facebook

Feedback

In the news

Warid Telecom introduces LET MiFi device, a shared internet plan for Rs 9999
Customs Today Newspaper - 11 hours ago

Snapshot: Google – Placement

A screenshot of the Zaiqa.com website. The header features the Zaiqa.com logo, a search bar with "Search 20,000+ Recipes" and a "Search" button, and a "User Login" section with fields for "Username" and "password" and a "Login" button. Below the header is a navigation bar with links for "Recipes", "Blog", "Forum", and various recipe categories like "Tapi", "Urdu Recipes", "English Recipes", "Raza Afab", "Sara Bani", "Shireen Anwer", "BBQ / Bakra Eid", "Deserts Recipes", "Indian Recipes", "Masala TV Recipes", "ZaiqaTV Recipes", and "Masala Morning Recipes". The main content area features a large banner for "Alpha Omega Academy" with the text "100% Teacher Support K-12 Academy. Affordable & Fully Accredited!". Below this is a "Latest from Blog" section with two articles: "Importance of Water Intake in Winters" and "Heat This Winter with the Dash of Winter Spices". To the right of the blog section is a promotional banner for a contest: "Get a chance to win from over 10,000 prizes every week" with a "Click Here" button. Below the blog section is a "TV Channels" section with a list of channels: Masala TV, ARY Zauq, Zaiqa TV, ARY Digital, Geo TV, and TV One. To the right of the TV channels section is a "Latest Recipes" section with two recipes: "Japanese Chicken Katsu" and "Grilled Double Chicken Breast". The footer contains the text "Activated" and "© 2012 Zaiqa.com".

Snapshot: Google – Contextual

Monday, 30 November 2015 Privacy Policy Search...

 **URDU RECIPES**

 For details [Click Here](#) 

 Urdu Recipes ▾ Iftar Recipes Food Recipes Mutton & Beef Recipes Sweets Recipes Cake Recipes Vegetarian Recipes Indian Recipes 




URDU RECIPES

ADVERTISEMENT

 **MEIZU M2 Note**
4G Phablet





Snapshot: Google – Youtube – Preroll




how to see visits on google analytics

Upload








Ad - 0:08 zong.com.pk

Google Analytics - How to see visits per page



Multi-Techs

Subscribe 91

33,253 views

+

 Add to

➦

 Share

⋮

 More

👍

 32

👎

 11

Published on Jun 14 2013

Up next

Autoplay 



Understanding Google Analytics #1
Google Analytics Overview
Telling Your Website
30:24

Google Analytics Overview Step By Step Tutorial 2014 SE01 EP01

Ross Lasley

66,510 views



1:27:56

The Complete Google Analytics Course 2015: Go From Beginner to Expert

Nik Warner

9,554 views



9:27

RARE Inzamam-ul-Haq 184 Vs India

K Khan

Recommended for you



12:43

Aamir Khan Best Comedy Scenes Jukebox 2 - Andaz Apna Apna

Ultra Hindi

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36:37

Google Analytics Tutorial for Beginners 2014 Edition

poweredbysearch

321,268 views



9:17

How to Read Google Analytics Data: The Basics (2015)

proforma

23,484 views

Indian References

How Bajaj Allianz Life Insurance Leveraged Content Marketing Meaningfully To Build Awareness For Its New Schemes During Tax Season

<http://lighthouseinsights.in/bajaj-allianz-defeat-the-tax-monster-case-study.html/>

<http://lighthouseinsights.in/bajaj-allianz-life-defeat-the-tax-monster-season-2-case-study.html/>

HDFC Life #StandUpOnTwitter

HDFC Life, one of India's leading private life insurance companies, chose to reach out to the new generation millennials via stand up comedy on Twitter. The second phase of the campaign that started with a massive buzz on social media since the beginning of the week- so much so that the campaign hashtag #StandUpOnTwitter occupied the top 10 Twitter trends in India for almost 11 hours – culminated in a hilarious stand up comedy on Friday afternoon.

<http://lighthouseinsights.in/hdfc-life-standupontwitter-social-media-co-creation-campaign.html/>

Max Life 'Second Chance'

Insurance brand, Max Life Insurance took a realistic approach in its digital story-led campaign 'Second Chance', where it created an online platform for housing true stories of people who have had a close encounter with death. In a series of three films, the viewer is taken through the experience of getting a second chance at life. It also tapped tapping into the communities of influential bloggers to share their second chance stories.

References from around the world

Thai Life Insurance

Thai Life Insurance probably isn't a very well-known company outside of Thailand, or at least it wasn't until the marketing team published a heartwarming video in April of 2014 called "Unsung Hero." It started out as an advertisement exclusively in Asia, but once the marketing team decided to post it to YouTube, it took on a life of its own, garnering what is now over 23 million views and counting.

<https://www.youtube.com/watch?v=uaWA2GbcnJU>

MetLife Hopes Campaign Will Help Change Perceptions of Life Insurance

A new campaign seeks to accentuate the positive about life insurance, promoting it affirmatively as a way to "live for" the loved ones in your life rather than taking a downbeat tack with terms like "death benefit" or "beneficiary."

https://www.nytimes.com/2014/09/08/business/media/metlife-hopes-campaign-will-help-change-perceptions-of-life-insurance.html?_r=0

Aegon Life - Simple Makes Sense

Contrary to other life insurance ads, this multimedia campaign isn't centered around safety, security, emotions and a better future for the insured and their dependents. Instead, it focuses on the effectiveness of jargon-free communication, simple processes and broad accessibility.

<https://www.youtube.com/watch?v=sqLNG9VYUcY>