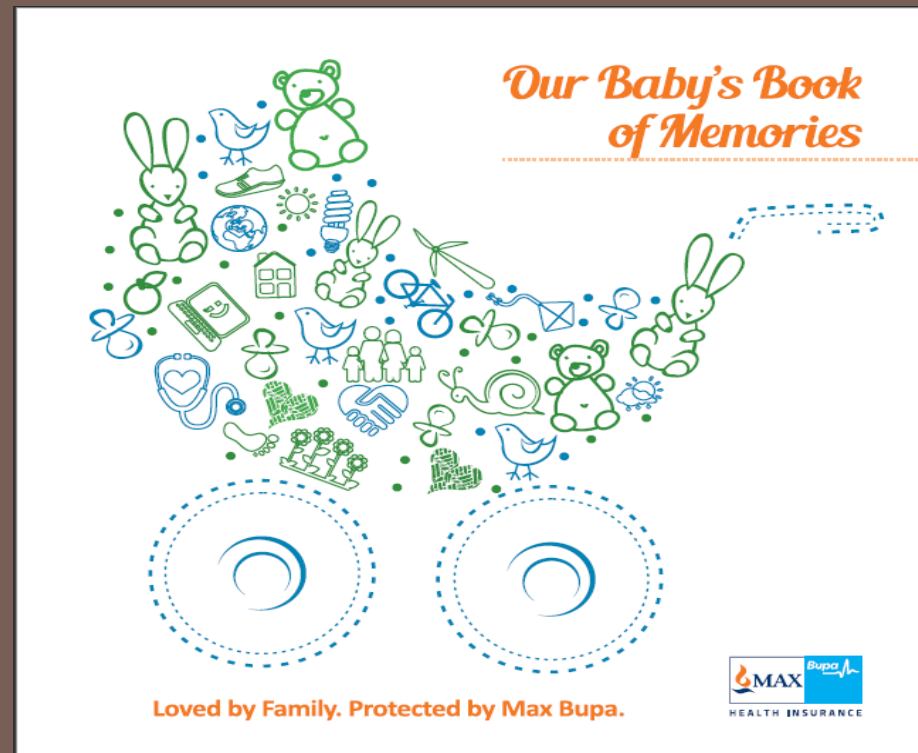


MAX BUPA BABY CAMPAIGN



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OBJECTIVE

- To design a 360-degree campaign around the existing Max Bupa Baby book and create a complete story around it involving various customer touch-points.

CAMPAIGN OVERVIEW

Come up with an idea for a campaign to promote/highlight that Max Bupa is doing this activity.

- Background
- Marketing Objective
- Campaign Thought
- Execution
- Outcome



Max Bupa Baby Book

Background

Max Bupa introduced its baby book in 2018.

Key Reasons

Brand Perception:
To be seen as a brand that cares for its customers

Increase WOM (Word of Mouth):
Building on WOM marketing to promote the brand.

Retain customer:
Provide more 'New Born Baby' covers. Parents insured with Max Bupa will tend to insure their children too if the brand perception is good. Consideration will go up at the time of purchase.

Retain customers:
There are not many positive touch-points in health insurance industry. Positive touch-points increases retention.

MARKETING OBJECTIVES – MAX BUPA BABY BOOK

With marketing campaigns, Max Bupa wants to achieve the following objectives:

- Focus on making child birth even more memorable by taking the new born in its fold from day 1. By branding the new born as a “Max Bupa Baby” the aim is to create a sense of “ownership” by Max Bupa for the baby
- Currently no other insurer has undertaken an activity like this. Hence the aim is to create differentiation by delighting customers by doing something novel that reinforces that Max Bupa genuinely cares for its customers on occasions that matter the most to them
- Celebrate this occasion by making the customer feel special and use this campaign to drive recommendation
- More likely to promote, the main objective is to get people to talk around this activity.

Target Audience for the Book

- Heartbeat Platinum and Gold customers, i.e. Premium customers
- Want them to secure their kids with the same product, hence even higher premiums from the HNI customers

Factors of marketing strategy around it

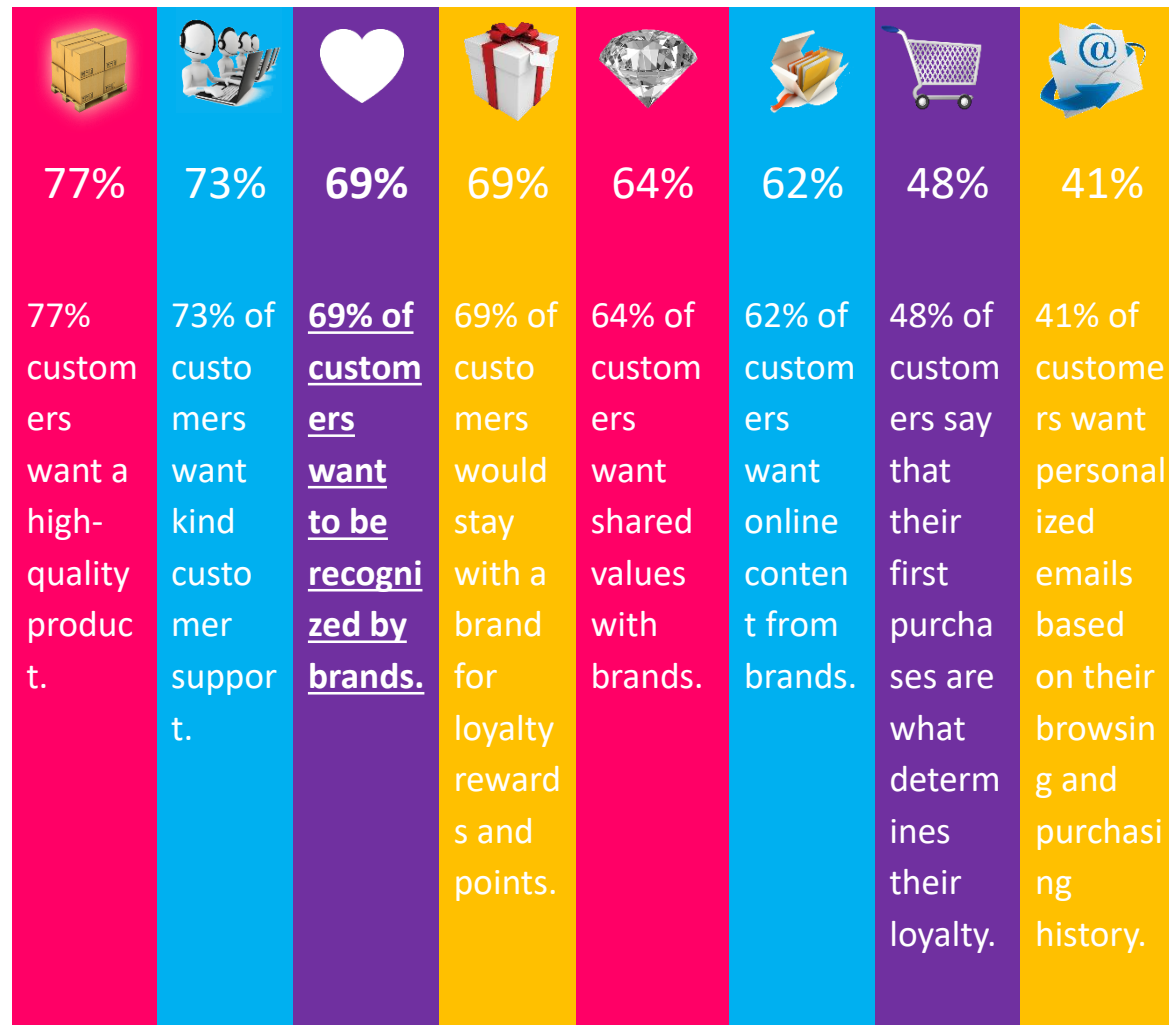


Steps

- Find out how the book has been received by customers?
 - Questionnaire
 - Testimonials
- Analyze the feedback and see if it reassures them.
- Using the testimonials/feedback into a testimonial campaign that how even when the claim is settled and customer has gone back home with the baby, Max Bupa is still there, Max Bupa cares.

Key Drivers/Strategy for the Campaign & Findings

- AV with the idea to hammer the emotion of care – story of establishing the baby as a special baby, as Max Bupa Baby
 - Testimonials can also be used here
- Sales managers where Max Bupa's 'Point of Care' desks (separate initiative) are, can personally go and handover the book. Sense of being physically there to wish/help goes a long way.
- Max Bupa is pitching a high quality product and recognizing the customers personally.



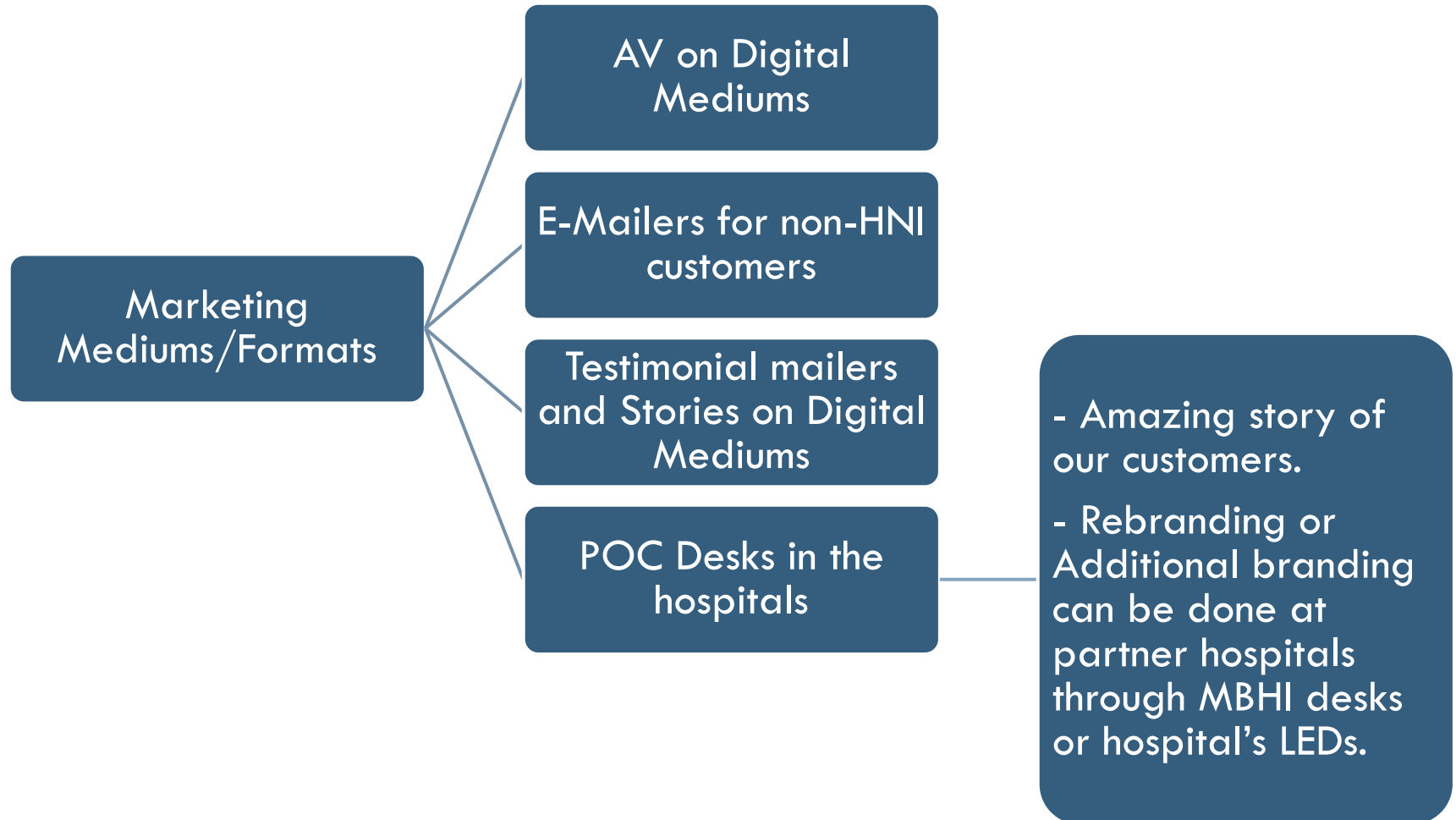
Internal

Source: Aantavo Loyalty Software.

Key Drivers/Strategy for the Campaign

- An e-mailer/tweaked version of the book to all the customers with the pregnancy case and healthy deliveries, to give the same feeling of care, digitally. This will improve recommendation scores amongst perspectives.
 - ▣ Timely reminders and mailers for vaccination of the baby.
 - ▣ Important tips for mother to stay healthy.
 - ▣ Parenting tips/help father understand what are the baby's necessities when he can't actually tell you cz he's too young.
- Email in the last month of the policy year with “Heartbeat” product details along with the information about the importance of getting the health of their baby insured
- Telesales to follow up during the last month. Tagging at back-end for successful pregnancy claims needs to be done.

Mediums/Formats



Outcomes

□ **The perks of doing this campaign**

- Meet with different customer requirements
- Can add additional features
- Will get to know how happy our customer is with our baby book activity
- More and more people get to know about this baby book activity.



□ **How will it add back to brand**

- More growth of the brand



□ **What are the possible effects of it on the customers**

- Creating memories for our customers
- Increasing the brand trust
- Brand loyalty
- Brand value
- Brand equity



LEARNING

- While designing the 360- degree campaign around the existing Max Bupa Baby Book, I Learned new things like how to promote the baby book initiative to our HNI customers and non-HNI customers. and learned how to use marketing strategies to do the promotion of our company baby book innovative initiative and learned how to execute it and what n all mediums we can use which is more practical and realistic and got to know the customers touch point regarding the baby book (feedback), how customer were giving responses and also learned that how testimonials are used to upscale the brand perception in the intender's mind.

RECOMENDATION

- **Additional TG:** Testimonials from baby book receivers are open to be used in another campaign to acquire more premium clients of younger generation/newly weds.

CONCLUSION

- The purpose of designing the campaign for exiting Max Bupa Baby Book is more like to promote the baby book initiative and the moto is to get people to talk around about this activity, with the help of testimonials/feedback strategy and marketing strategy approaches gives the behavioural changes and experiences of customers who has already experienced the Max Bupa Baby Book, whether baby book is creating or capturing the happy customers happy moments or not, this campaign gives the various needful information which is important for the organization to know the brand perception in the intender's mind.
- After getting the feedback of our happy customers (premium customers), some important points which I received are: Customer wants high quality product, need kind customer supports, customer recognize our baby book by brand, customers will stay with our brand for loyalty rewards point which company used to give, what exactly customers want from our brand, and learned that customers want email from company about their browsing and purchasing history.



Thank You