

**Press Release**

**ICICI Lombard's 'Game of Life' redefines Insurance with a disruptive Gamification-centric campaign**

**Mumbai, Feb 22, 2024:** ICICI Lombard a leading insurance company in India in yet another innovative & path breaking move to redefine insurance communication, has launched an innovative integrated media campaign '**Game of Life**'. This first-of-its-kind concept in the insurance sector marries the thrill of gaming with the pragmatism of insurance. Breaking away from the industry's reliance on celebrity endorsements or the traditional marketing ideas, this campaign harnesses the alluring appeal of virtual games, an innovative approach that resonates deeply with the digital-native generation and enhances the appeal of the brand not only amongst younger audience but also as a tech centric player.

The core of the campaign is a captivating film, set in a virtual gaming world mirroring the real one, where the protagonist faces life's challenges in a third-person game interface. The life/power bar, a key element in the narrative, ebbs and flows in response to the character's experiences. It visually depicts how life's trials, like an unexpected illness or an accident, deplete our 'power,' metaphorically emphasizing the vital role of insurance in such scenarios. The choreography and orchestration of the treatment are not only visually appealing but also very impactful and immersive. This concept is industry-first and disruptive in highlighting the need for health insurance.

The promotional film features real humans who act like gaming characters within a virtual environment. The protagonist faces the challenge of making choices between healthy and non-healthy options, showcasing the impact of these decisions on their health. This aligns seamlessly with ICICI Lombard's core values of promoting healthy choices to maintain well-being while also providing support in unforeseen exigencies. The campaign aims to position ICICI Lombard as more than just an insurance provider. It is depicted as a crucial ally empowering individuals to confront and overcome life's hurdles, symbolizing the 'power button' that helps players keep their batteries in the 'green zone' or 'protected zone'. From daily challenges to significant setbacks, ICICI Lombard's insurance solutions are the key to preparedness and resilience, turning the tide in favour of the insured.

**Sheena Kapoor – Head Marketing, Corporate Communications & CSR, ICICI Lombard** said, "We are really excited about our new brand campaign '**Game of Life**'. In our constant endeavour for innovation, the campaign is an original and disruptive take with a unique narrative and tonality inspired from gaming world and gaming characters! The central theme being the game of life is wrought with uncertainties and urges the viewer to stay protected and 'revive' oneself with ICICI Lombard's insurance solutions. By putting the characters in a game-like scenario, we created a relatable story combining situations from real-life to communicate how life can be enhanced when you have apt protection shield in place. Gamification was not



just merely a creative choice, but a strategic endeavour to engage with the audiences, especially the younger generation to help them appreciate the value of insurance early in life.”

**Talha Bin Mohsin & Mahesh Parab - Executive Creative Director, Ogilvy**, said “If our lives weren't complicated enough, the pace at which our everyday world is evolving makes each day of ours a little more unpredictable. A lot like a video game. This observation is what led us to a unique execution which captured the vulnerability of our lives today. Stressing the natural need for a higher level of protection which comes effortlessly to an insurance giant like ICICI Lombard with its innovative suite of insurance products. Almost making ICICI Lombard the Respawn button of our lives.”

This campaign is part of ICICI Lombard's comprehensive strategy with integrated mass media approach, with an initial launch on digital platforms, followed by Television. Alongside the launch, the campaign will be further disseminated to the brand's channel partners and customers ensuring a widespread and impactful presence.

#ICICILombard #SheenaKapoor #General Insurance #Innovation #Gamification #GameOfLife #HealthInsurance #StayProtected

**Film Link** - <https://youtu.be/MQtUPhz6gHc>

### **About ICICI Lombard**

ICICI Lombard is the leading private general insurance company in the country. The Company offers a comprehensive and well-diversified range of products through multiple distribution channels, including motor, health, crop, fire, personal accident, marine, engineering, and liability insurance. With a legacy of over 21 years, ICICI Lombard is committed to customer centricity with its brand philosophy of 'Nibhaaye Vaade'. The company has issued over 32.7 million policies, settled 3.6 million claims and has a Gross Written Premium (GWP) of ₹217.72 billion for the year ended March 31, 2023. ICICI Lombard has 305 branches and 12,865 employees, as on March 31, 2023.

ICICI Lombard has been a pioneer in the industry and is the first large scale insurance company in India to migrate its entire core systems to cloud. With a strong focus on being digital led and agile, it has launched a plethora of tech-driven innovations, including the industry first Face Scan on its signature insurance and wellness App - IL TakeCare, with over 8.5 million user downloads. The company has won several laurels including ET Corporate Excellence Awards, Golden Peacock Awards, FICCI Insurance Awards, National CSR awards etc. for its various initiatives. For more details log on to <https://www.icicilombard.com/>

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