

## **ICICI Lombard's #GameOfLife campaign joins Impact's hall of fame: A proud moment for Innovation in Insurance**

**Mumbai, January 21, 2025:** ICICI Lombard, one of India's leading general insurance companies, proudly announces that its innovative #GameOfLife campaign has been featured in **Impact's 'Hall of Fame' – Top 50 Ads of 2024**. This annual recognition by *Impact*, a premier advertising and marketing magazine, celebrates the year's most impactful campaigns across industries.

The #GameOfLife campaign stands out as one of the few BFSI campaigns on this prestigious list. It has been celebrated for its disruptive, gaming-inspired approach to reimagining insurance communication, a bold departure from traditional industry norms.

The campaign blends the thrill of gaming with the realities of life's uncertainties, presenting insurance as an empowering tool to navigate challenges. Anchored by a visually stunning film, it showcases life as a video game, complete with a dynamic "life/power bar" that fluctuates based on the protagonist's choices. The campaign effectively conveys how ICICI Lombard's insurance solutions act as a "power button," safeguarding individuals and ensuring resilience in the face of life's ups and downs.

**Sheena Kapoor, Head of Marketing, Corporate Communications & CSR, ICICI Lombard**, remarked, *"The inclusion of our #GameOfLife campaign in Impact's 'Hall of Fame' is a proud validation of our efforts to challenge the conventions of insurance marketing. We thank the editorial board and team Impact for the recognition. This campaign is more than just a creative exercise—it is a testament to our commitment to connect with audiences in ways that are relatable, meaningful, and innovative. We sought to engage millennials and Gen Z with an approach that reflects their world, leveraging the universality of gaming to communicate the vital role of insurance. This recognition inspires us to continue exploring bold and boundary-pushing ideas that not only enhance brand affinity but also resonate deeply with our audiences."*

The campaign has made a profound impact, resonating with audiences across platforms. Since its launch, the #GameOfLife campaign has reached over 150+ million people and garnered more than 45.54 million views across all channels. It has recorded over 120k+ meaningful engagements in a short span, highlighting its success in capturing attention and driving interaction. On YouTube and Meta, the campaign achieved 13+ million views with a remarkable view-through rate of 44%, significantly higher than the industry average of 30%. Social media platforms amplified the campaign's success, delivering over 72+ million impressions and seeing #GameOfLife trend at #1 nationally on X (formerly Twitter), with more than 3,500 retweets.

The campaign's innovative narrative has not only driven awareness but also delivered tangible business outcomes. The campaign-landing page witnessed a 36% increase in traffic, and there was a 17% rise in quotes for ICICI Lombard's insurance products. This demonstrates the campaign's effectiveness in both engaging audiences and driving meaningful actions, reflecting the strategic integration of creativity and business objectives.

Impact's editorial board evaluated thousands of campaigns released in 2024, spanning diverse sectors, including FMCG, technology, and retail. The selection process emphasized creativity, narrative strength, and audience resonance. Despite operating in a cluttered advertising environment with lakhs of campaigns and a cumulative industry spend of nearly ₹1.5 lakh crore, ICICI Lombard made its mark with a limited but strategic investment in media.



The #GameOfLife campaign reflects ICICI Lombard's commitment to innovation, leveraging gamification to redefine the perception of insurance. It positions the brand as a tech-centric ally that empowers individuals to make healthier choices while staying protected from unforeseen events.

This accolade underscores ICICI Lombard's dedication to delivering differentiated and meaningful communication that resonates with consumers. The company remains steadfast in its mission to enhance its brand equity through creative, relatable, and forward-thinking initiatives.

#ICICILombard #SheenaKapoor #GeneralInsurance #Innovation #Gamification #GameOfLife #HealthInsurance #StayProtected

#### **About ICICI Lombard General Insurance Company Ltd.**

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 2 decades, ICICI Lombard is committed to customer centricity with its brand philosophy of 'Nibhaye Vaade'. The company has issued over 36.2 million policies, honoured over 2.9 million claims, and has a Gross Written Premium (GWP) of ₹255.94 billion for the year ended March 31, 2024. ICICI Lombard has 312 branches and 13,670 employees, as of March 31, 2024.

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 the cloud. With a strong focus on being digital led and agile, it has launched a plethora of tech-driven innovations, including the industry's first Face Scan on its signature insurance and wellness App - IL TakeCare, with over 10 million downloads. The company has won several laurels, including ET Corporate Excellence Awards, Golden Peacock Awards, FICCI Insurance Awards, Assocham, Stevie Asia Pacific, National CSR Awards, etc. for its various initiatives. For more details, log on to [www.icicilombard.com](http://www.icicilombard.com).

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