

Life Is Beautiful

Call it a unlucky coincidence or a pragmatic approach, not every day does a brand find such an apt connect with its brand ambassador. And more so when it's talking about mortality

Campaign: *Jab Tak Balla*
Brand: BirlaSun Life
Company: BirlaSun Life Insurance Co. Ltd
Agency: JWT India

The Campaign

The ad opens in a sunny setting with cricketer Yuvraj Singh visiting a school where a cricket practice session is on. Singh is seen talking to the kids, telling them about his journey through his illness and his comeback. He mentions that when he won the 'Man of the tournament' title at the World Cup in 2011, he never questioned why he had been chosen for the award. Hence, its unfair to ask why cancer chose to strike him. He then talks about the unpredictability of life and the importance of planning for the future. The voice-over then introduces Birla Sun Life Insurance.

Our Take

What can happen to a young

sportsman like Yuvraj Singh? Cancer! We are all vulnerable to the highs and lows of life - be it the common man or a star cricketer. Life is uncertain and one cannot predict the future, but one can be prepared for its ups and downs. This is the thought behind the new Birla Sun Life ad which cel-

brates the valiant comeback of Singh and his never-say-die attitude in surviving cancer. Even through the tough times, Singh has never questioned destiny, but has focused on his comeback not just to cricket but to life.

The television commercial is the second leg of the ad campaign that saw Yuvraj Singh saying "*Jab tak balla chal raha hai, thaata hai*". That ad was released just before Singh was diagnosed with cancer. At that time, questions were raised on whether Birla Sun Life should continue to air the

ad that mirrored Singh's life a shade too closely and thereby exploit the brand ambassador's ailment for delivering the brand message. The critics, however, forgot about Lance Armstrong and the biggest sporting brand ever built on the fear of death.



Through the new ad, BSIL forces viewers to acknowledge life's uncertainties and reinforces the need to be prepared for any eventuality. In the ad, Singh compares cricket to life, equating a cricket bat with financial preparedness. This campaign is built on one of the strongest insights that a

sport like cricket is unpredictable and life, even more. The ad manages to hit the right chords because of Singh's real-life experience. If the first ad was dark and foreboding, this latest ad is encased in positivity. The earlier ad showed Singh standing alone on a rain-drenched, empty cricket stadium while this one sees him on a bright, sunny afternoon surrounded by children, infusing positivity to the idea. It has managed to exploit uncertainty in the best possible way. It is always difficult to portray mortality but this ad strikes a healthy balance and gives a clear message. To some, it may look unethical but a cricketer sharing his experience about life's uncertainty builds a strong connect.

RATINGS

—Twishy

