



Personal & Caring

Health  
Insurance

*The Health Insurance Specialist*



# ***MEET THE TEAM***



***ANASTASIA  
DSOUZA***



***DALREEN  
RODRIGUES***



***SHREYA  
LAPASIA***



***TRICIA  
DSOUZA***



# *Agenda*

- *Introduction*
- *Product Portfolio*
- *STPs*
- *Promotional Strategies*
- *Competitor Analysis*
- *Buyer Persona*
- *HERO, HUB & HYGIENE Campaigns*
- *Content Bucket*
- *Copy writing framework*
- *Content Calendar*

# ***ABOUT US***

## STAR HEALTH & ALLIED INSURANCE

**Founder: V. Jagannathan**

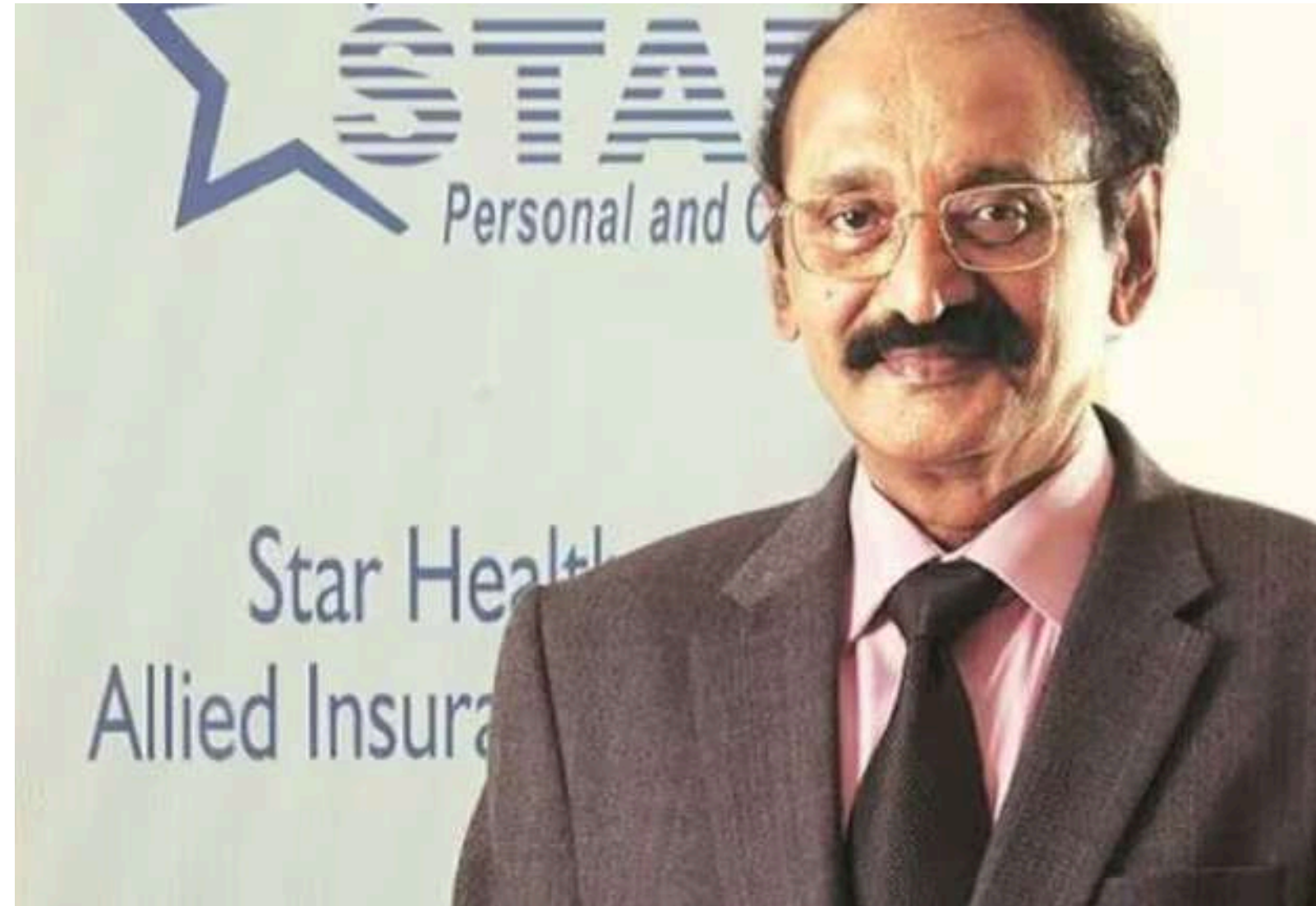
**Established: 2006, Chennai, India**

- Features: Cashless Treatment, pre-existing condition coverage, no claim bonus
- Customer Focus: 24/7 support, seamless online services
- Recognition: Renowned for its innovation and customer satisfaction, Star Health has earned multiple industry awards for excellence.





# VISION OF OUR FOUNDER



*"To be India's largest and most preferred health insurance provider, delivering comprehensive and innovative solutions that ensure financial security, access to quality healthcare, and exceptional customer service for overall well-being."*

# TARGET AUDIENCE



## SEGMENTATION

*Demographic: Age-Groups 18+  
Income: Middle to upper class  
Psychographic: Lifestyle & Values  
Behavioral: Extensive coverage,  
cashless treatment, Regular health  
needs, emergencies*



## TARGETING

- *Families, individuals, seniors*
- *Corporate clients*
- *Travellers*
- *Health-conscious consumers*



## POSTIONING

*"Star Health and Allied Insurance,  
India's leader in health insurance,  
offers comprehensive, customer-  
centric policies with cashless  
hospitalization, pre-existing  
condition coverage, and 24/7  
support."*



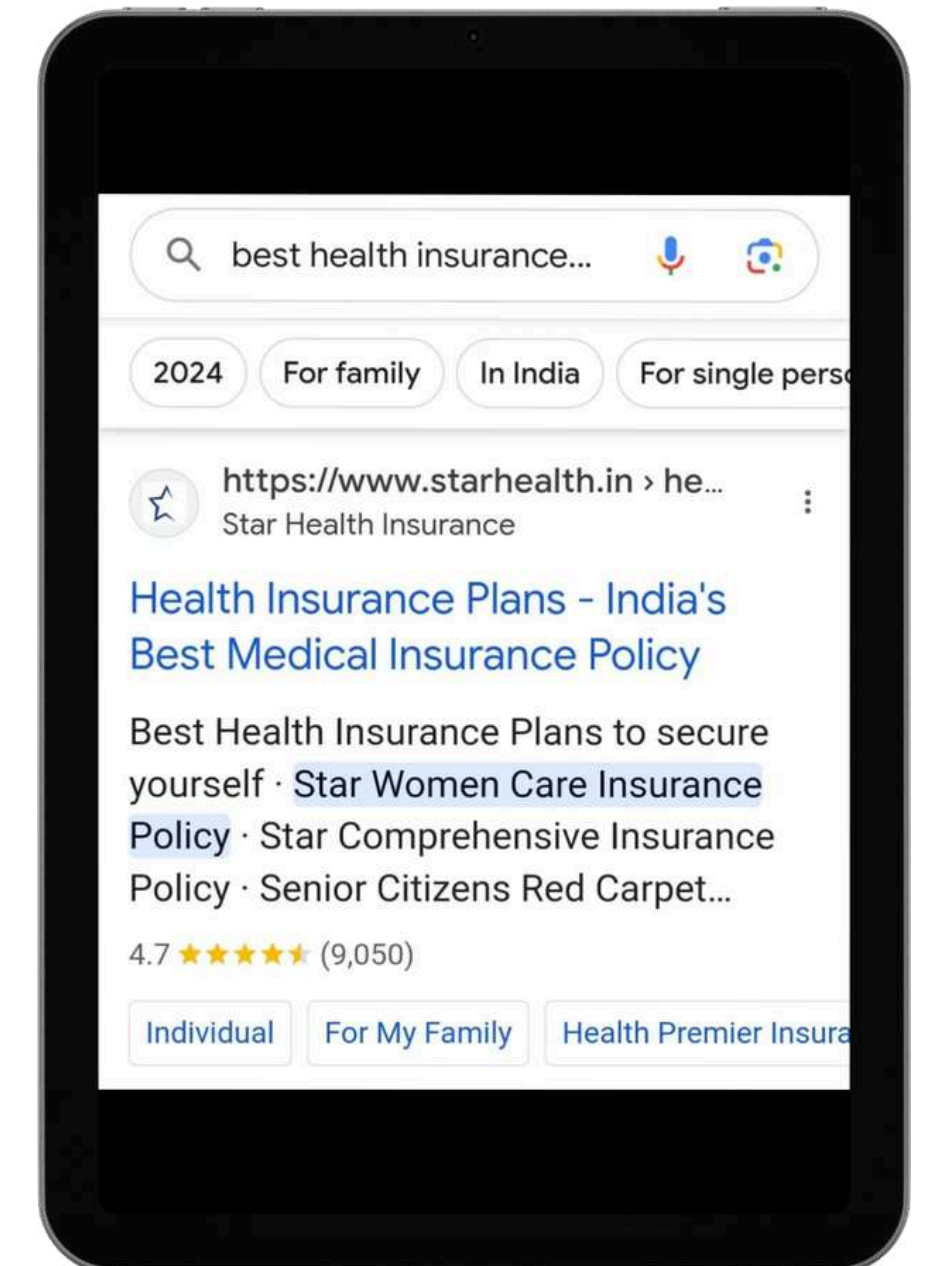
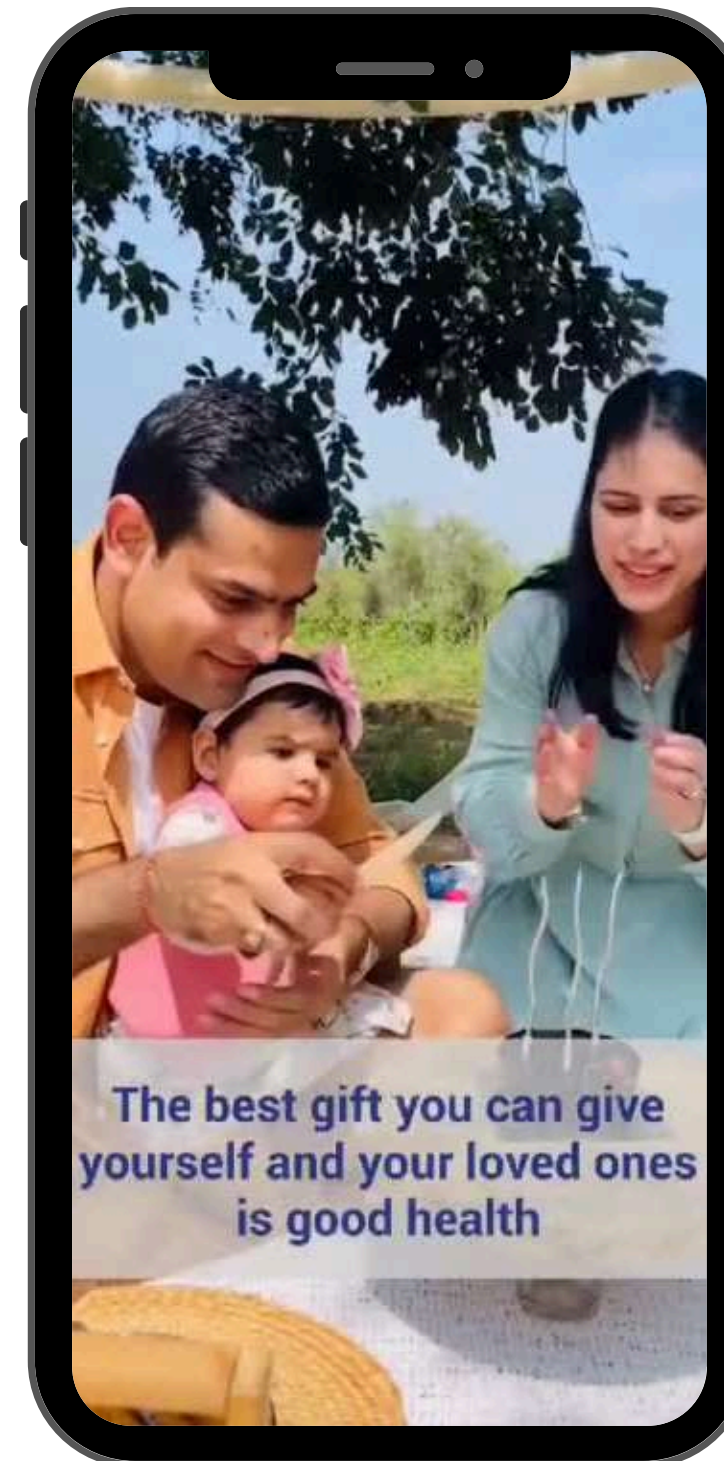
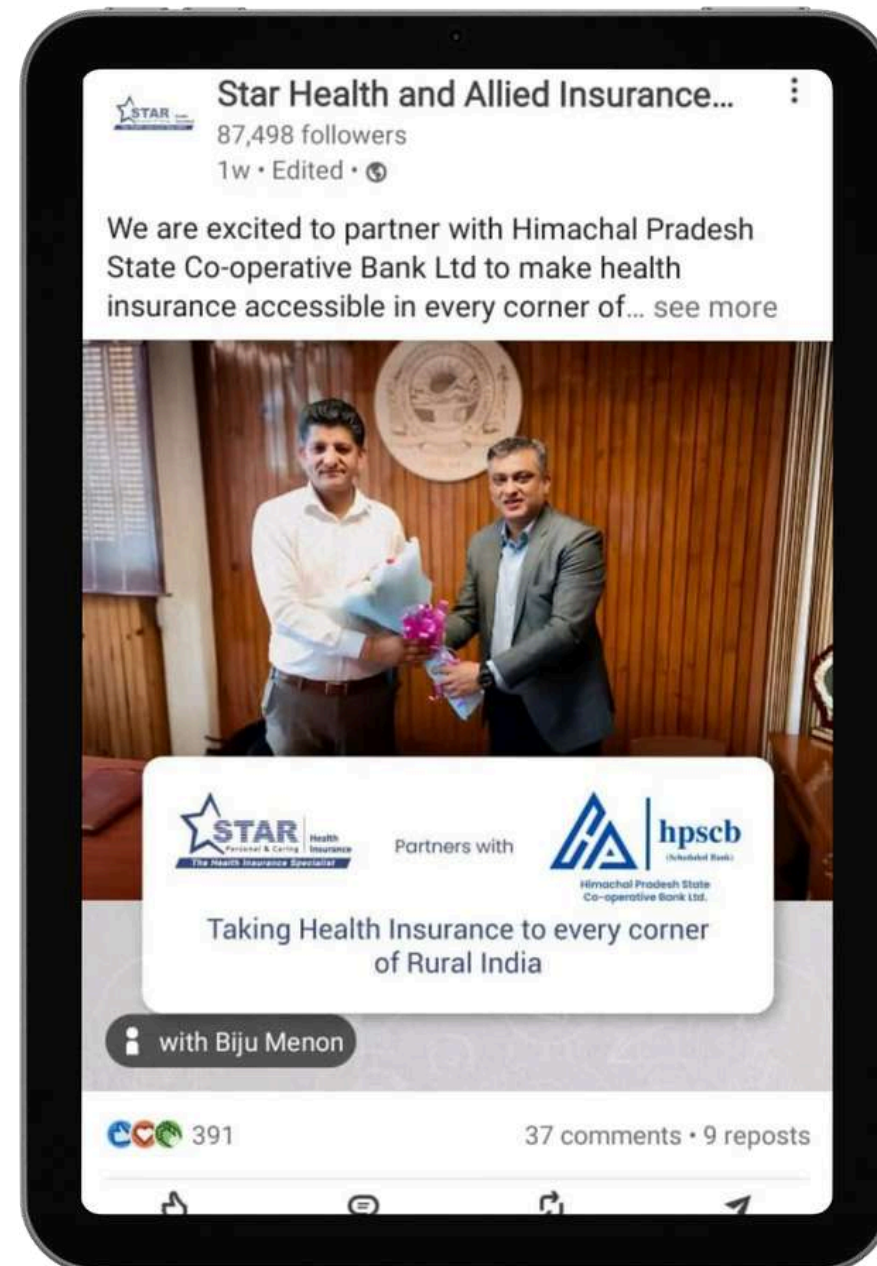
# PRODUCT PORTFOLIO:

- *Health Insurance*
- *Travel Insurance*
- *Special Plan Insurance*
- *Personal Accident Insurance*





# PROMOTIONAL STRATEGIES



# ***COMPETITOR ANALYSIS***



# DIRECT COMPETITOR:



**SANJEEV MANTRI**

MANAGING DIRECTOR & CEO

## PRODUCT:

- Diverse health insurance plans, including individual, family floater, critical illness, and personal accident insurance.

## PRICE:

- Competitive pricing

## PLACE:

- Wide network of empaneled hospitals across India for easy access to cashless treatment.

## PROMOTION

- Engaging marketing campaigns and digital promotions to enhance brand visibility and customer awareness.



# ASPIRATIONAL COMPETITOR:



**ANUJ TYAGI**

MANAGING DIRECTOR & CEO

## PRODUCT:

- Includes individual, family, senior citizen, and critical illness plans.

## PRICE:

- Competitive Pricing
- Discounted Pricing

## PLACE:

- Direct sales, brokers, agents, and online platforms.

## PROMOTION:

- Utilizes multi-channel advertising and promotional campaigns focused on comprehensive coverage and customer care.

# ***BUYER PERSONA***



# Rohan Sharma

**Age:** 32 years

**Marital Status:** Married

**Occupation:** Engineer

**Location:** Bengaluru, India



*Rohan Sharma, a 32-year-old engineer from Bengaluru, is married and has a small child. As a dedicated family man, Rohan is focused on securing comprehensive health insurance to protect his loved ones, including his spouse, young child, and aging parents.*

## Hobbies & Interests

- Staying updated on technology trends and innovations
- Planning travel itineraries and exploring new destinations
- Engaging in fitness activities like gym workouts and outdoor sports

## Triggers

- Recent parenthood motivates him to prioritize family health.
- Desire to provide the best healthcare options for aging parents and young child

## Painpoints

- Fear of unexpected medical expenses impacting financial stability.
- Uncertainty about navigating insurance jargon and policy complexities.
- Pressure to balance work and family responsibilities without compromising on healthcare needs.

## Barriers

- Concerns about affordability and finding a plan that covers multiple family members.
- Lack of awareness about the benefits and coverage options available.
- Time constraints due to demanding job responsibilities.

## Media Consumption

- Social Media: LinkedIn, Facebook, WhatsApp
- Entertainment Apps: Netflix, YouTube
- Shopping Apps: Amazon, Flipkart, Myntra
- Online Platforms: Tech blogs, health forums
- Print Media: Business magazines

## Buying habits

- Prefers detailed research and comparison of different insurance plans online.
- Seeks recommendations from friends, family, and colleagues.
- Tends to choose plans that offer a balance between cost and comprehensive coverage.
- May consult financial advisors or insurance agents for expert advice.



# Priya Patel

**Age: 27 years**

**Marital Status: Single**

**Occupation: Marketing Executive**

**Location: Mumbai, India**



**Priya Patel, a 27-year-old marketing executive from Mumbai, leads an independent and active lifestyle. She seeks personal health insurance that aligns with her career growth and personal wellness goals.**

## Hobbies & Interests

- Exploring latest fashion trends and styles
- Engaging in yoga and meditation for holistic well-being
- Supporting social causes related to women's health and empowerment

## Triggers

- Career growth and personal independence drive her focus on health and wellness.
- Desire to proactively manage her health and prepare for unexpected medical expenses.

## Painpoints

- Concerns about the affordability of comprehensive health coverage tailored to her needs.
- Lack of guidance on selecting insurance that covers preventive care and lifestyle-related health issues.
- Difficulty in finding time for insurance research amidst a busy work schedule and social commitments.

## Barriers

- Uncertainty about choosing the right insurance plan amidst various options available.
- Perceived complexity of insurance policies and terminology.
- Financial constraints as she navigates early career challenges and rent obligations.

## Media Consumption

- Social Media: Instagram, LinkedIn, Snapchat, X.
- Entertainment Apps: Netflix, YouTube, Spotify
- Shopping Apps: Amazon, Nykaa, Zara
- Online Platforms: Health and wellness blogs, YouTube channels
- Print Media: Lifestyle magazines, fashion blogs

## Buying habits

- Frequently researches and compares insurance plans online.
- Leans on reviews and testimonials from other users.
- Prefers user-friendly websites and easy-to-understand policy details.
- Might attend insurance webinars or seminars for better understanding.
- Likely to seek recommendations from professional networks or mentors.



# ***CONTENT STRATEGY***

# HERO CAMPAIGN

## Campaign Name: DISCOUNT OF THE AGES

### **CONCEPT:**

- *Series of short, engaging videos*
- *Showcase individuals at different life stages:*
- *Young professionals Families, Retirees*
- *Highlight age-specific discounts for the first 500 customers from Star Health Insurance*
- *Emphasize affordability and tailored health coverage*





# STORY BOARD



*is providing*







#D



## ***PLATFORMS USED***

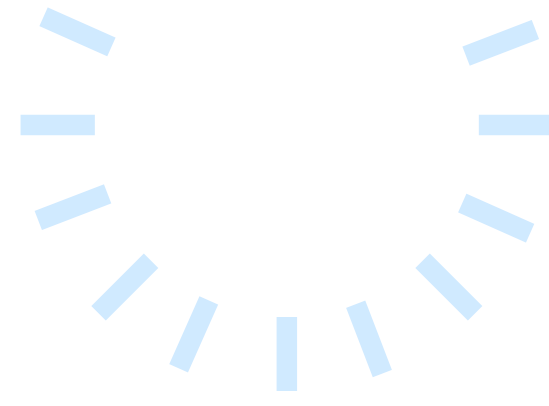






# *Reviews and Testimonials*

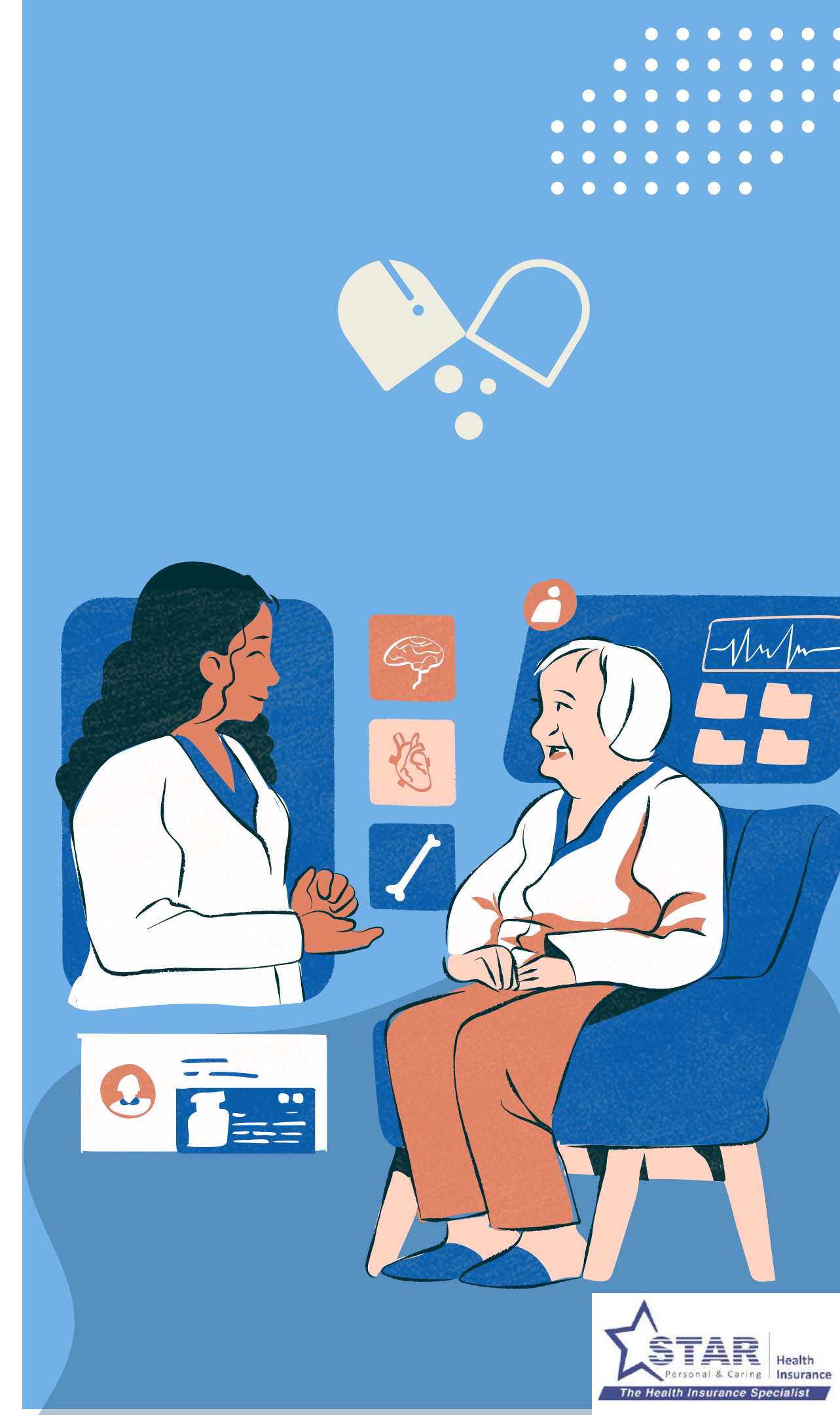
# HUB CAMPAIGN



Campaign Name: **WELLNESS WEDNESDAYS**

## Concept:

- *Organize free health checkup camps every Wednesdays*
- *Target audiences: Old age homes and Orphanages*
- *Continuous initiative for long-term engagement*
- *Build community goodwill through consistent support and care.*
- *Establish Star Health Insurance as a caring and community focused brand.*





**#WELLNESSWEDNESDAYS**



**THIS APRIL**

**FREE**

**HEALTH CHECK-UP**

**CONTACT US  
FOR FUTHER DETAILS**

## ***PLATFORMS USED***



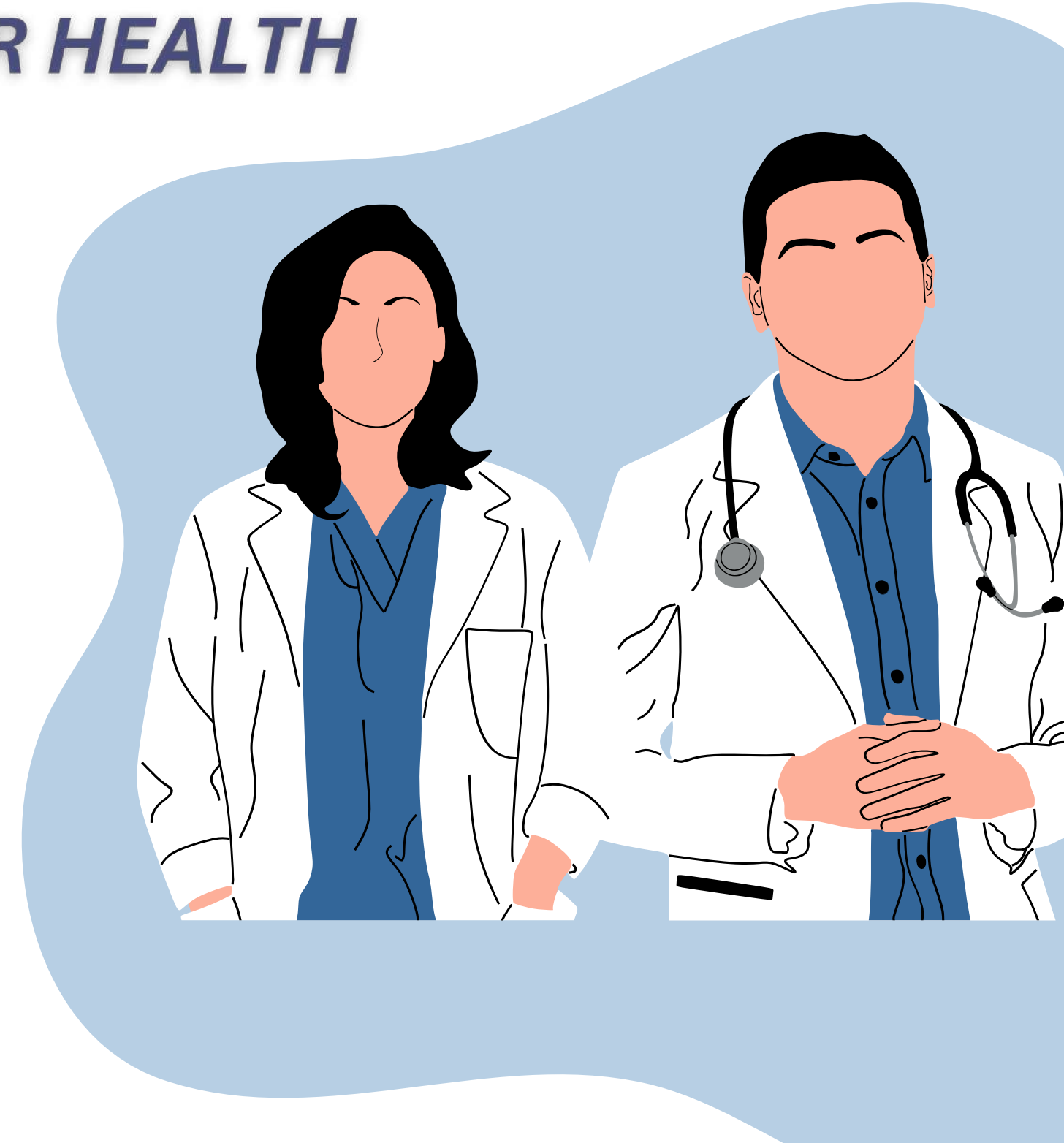


# HYGIENE CAMPAIGN

**Campaign Name: HEALTH HACKS WITH STAR HEALTH**

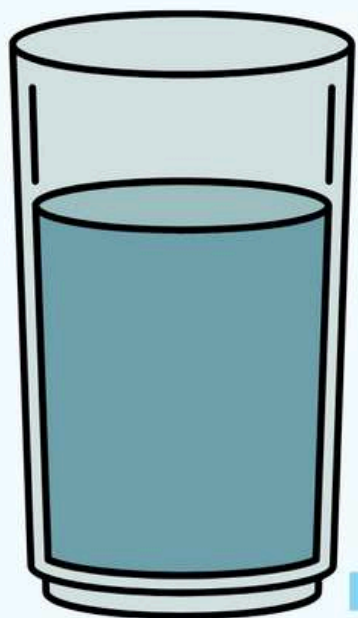
## **Concept:**

- *Create and share valuable content to help customers maintain and improve their health.*
- *Focus on consistent and educational content.*
- *Establish Star Health Insurance as a trusted partner in health and wellness.*
- *Deliver actionable health insights regularly.*
- *Provide direct access to expert health advice through live stream.*





# + BENEFITS OF DRINKING WATER



- CARRYING NUTRIENTS AND OXYGEN TO YOUR CELLS.
- FLUSHING BACTERIA FROM YOUR BLADDER.
- NORMALIZING BLOOD PRESSURE.
- AIDING DIGESTION.
- PROTECTING ORGANS AND TISSUES.

**FOLLOW US**

TO KNOW MORE

## 10 daily habits for a healthy lifestyle



6 - 8 hours of sleep



10 - 15 minutes of meditation



yoga or gentle stretching



30 minutes of exercise



20 minutes of reading



6 - 8 glasses of water



30 minutes of sunshine



get your 5 a day



consider 3 things you're grateful for



spend time with loved ones

## BENEFITS OF Meditation



BRAIN EMPOWERMENT



MIND FOCUS



STRESS RELIEF



REACH GOALS



MOOD ENHANCEMENT



SELF CENTERED



BALANCE



FEEL CONNECTED



BOOST IMMUNE SYSTEM



ANTIAGING



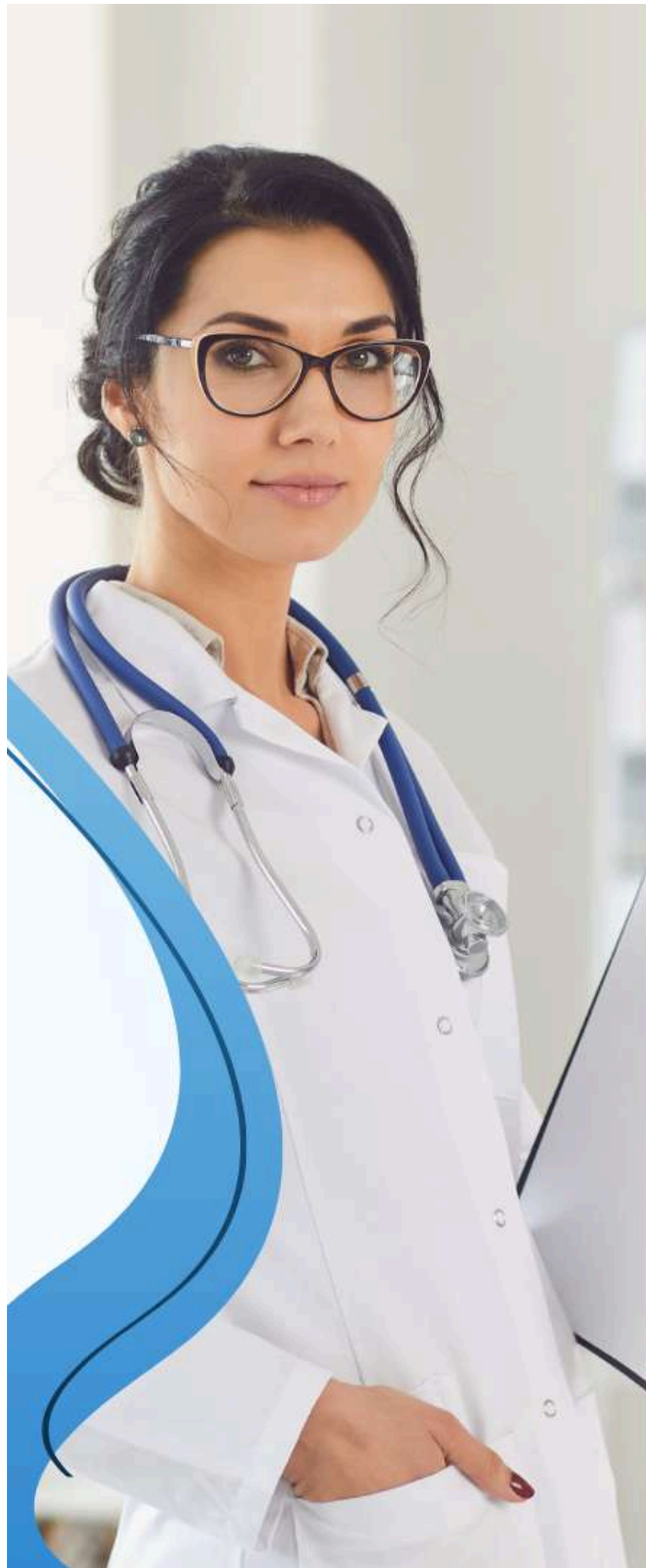
HEALTHY HEART



INCREASE ENERGY







**JOIN US**

**“TALK WITH THE DOC”**

**INSTAGRAM LIVE  
Q&A**

**GET YOUR VISION QUESTIONS ANSWERED**

**FOLLOW US FOR MORE UPDATES**

## ***PLATFORMS USED***





# ***CONTENT BUCKETS***

## **DISCOUNTS OF THE AGES**

### **CATEGORY: PROMOTION**



- *Highlights age-specific discounts for the first 500 customers.*
- *Uses engaging videos to showcase individuals at different life stages.*
- *Emphasizes affordability and tailored health coverage.*
- *Aims to attract new customers to Star Health Insurance.*

## **WELLNESS WEDNESDAYS**

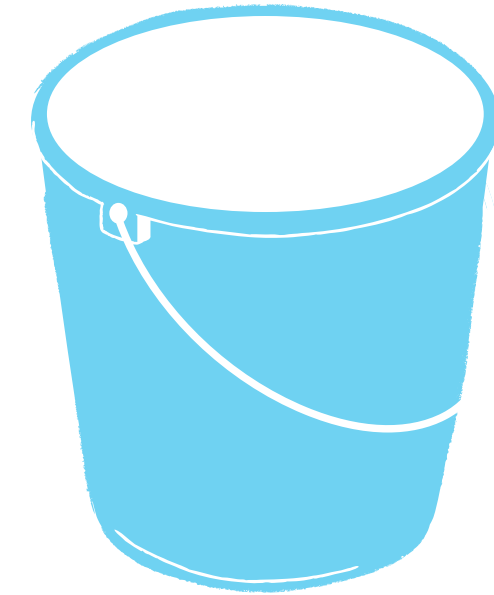
### **CATEGORY: INSPIRATION**



- *Arranges free health checkup camps for old age homes and orphanages on Wednesdays.*
- *Inspires community involvement and social responsibility.*
- *Showcases Star Health Insurance's commitment to supporting vulnerable populations.*
- *Promotes health awareness and preventive care.*

## **HEALTH HACKS**

### **CATEGORY: EDUCATION**



- *Shares daily health tips and practical advice.*
- *Educates the audience on maintaining good health and hygiene.*
- *Keeps the audience informed and engaged with easy-to-integrate tips.*
- *Fosters a health-conscious community and encourages healthy habit.*



# ***COPYWRITING FRAMEWORK***

# PICTURE

*Visualize comprehensive protection:  
Imagine a world where your health and  
well-being are fully protected by a  
partner who understands your unique  
needs.*

# PROMISE

*Affordable, tailored plans: Star Health  
Insurance offers comprehensive and  
affordable health insurance plans for  
every life stage, ensuring peace of mind  
and financial security.*

# PROVE

*Trusted excellence: With millions of  
satisfied customers and numerous  
awards, Star Health Insurance is a  
trusted provider of top-tier health  
coverage nationwide.*

# PUSH

*Take action: Join the Star Health family  
today and secure your health.  
Claim Now!*





# Content Calendar

Date	Day		Time	Platform	Format
01/04/2025	Tuesday		10:00:00	IG	Post
			11:00:00	FB	Post
Date	Day		Time	Platform	Format
03/04/2025	Thursday		13:00:00	X	tweet
			14:00:00	LL	Post
Date	Day		Time	Platform	Format
05/04/2025	Saturday	Campaign Launch - HYGIENE	16:00:00	IG	Reel
			17:00:00	YT	Shorts
				FB	Reel
				LL	blog
				X	tweet
Date	Day		Time	Platform	Format
07/04/2025	Monday		10:00:00	X	tweet
			11:00:00	IG	Reel
			12:00:00	YT	Video
			13:00:00	FB	Post





**30%**

**Name:** NIKHIL PUNJABI

**Age:** \_\_\_\_\_

**Gender:** Health

**Contact No:** \_\_\_\_\_

**Email ID:** \_\_\_\_\_

**STAR**  
Personal & Caring | Insurance  
The Health Insurance Specialist

A Discount Voucher  
from us to you

***THANK YOU***

