



**BRAND: LIBERTY GENERAL
INSURANCE
#MILEGA MILEGA**

CREDITS

CREATIVE AGENCY:
POINTNINE LINTAS

CREATIVE TEAM:

RAMAN R.S. MINHAS, APOORV SINGH,
ATUL KULKARNI

ACCOUNT MANAGEMENT:

VIDHU SAGAR, BHAVIKA MEHTA

PLANNING: MANASI DAMLE

PRODUCTION:

ROGER THAT PRODUCTION

PRODUCTION TEAM:

PRASANNA BHENDE, ADITYA NAIR

AGENCY



The word 'claim' has become synonymous with 'unsure' - that is the default thinking in consumers' minds today. The films are conceived to disrupt that thinking in a very quirky, yet relatable manner, while associating the brand with the magical word that consumers want to hear - '*milega*'.

RAMAN R.S. MINHAS

Group Creative Director, PointNine Lintas, Mumbai

CLIENT



With this campaign we are motivating people to fearlessly go forward and avail the benefits of being an insured individual. This campaign also marks a start of a new direction in our brand strategy and we have some exciting plans which will fructify over time.

ROOPAM ASTHANA

CEO and Whole Time Director, Liberty General Insurance