

Aditya Birla Health Insurance

JUMP FOR HEALTH 5.0

Social Impact Campaign



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

ABHI's Purpose: Empowering People to Lead Healthier Lives

An **insight** in line with our Purpose

According to the American Journal of Health, jumping 10 times, twice a day, provides greater bone building benefits than running or jogging. This was in line with our purpose of keeping families healthy.

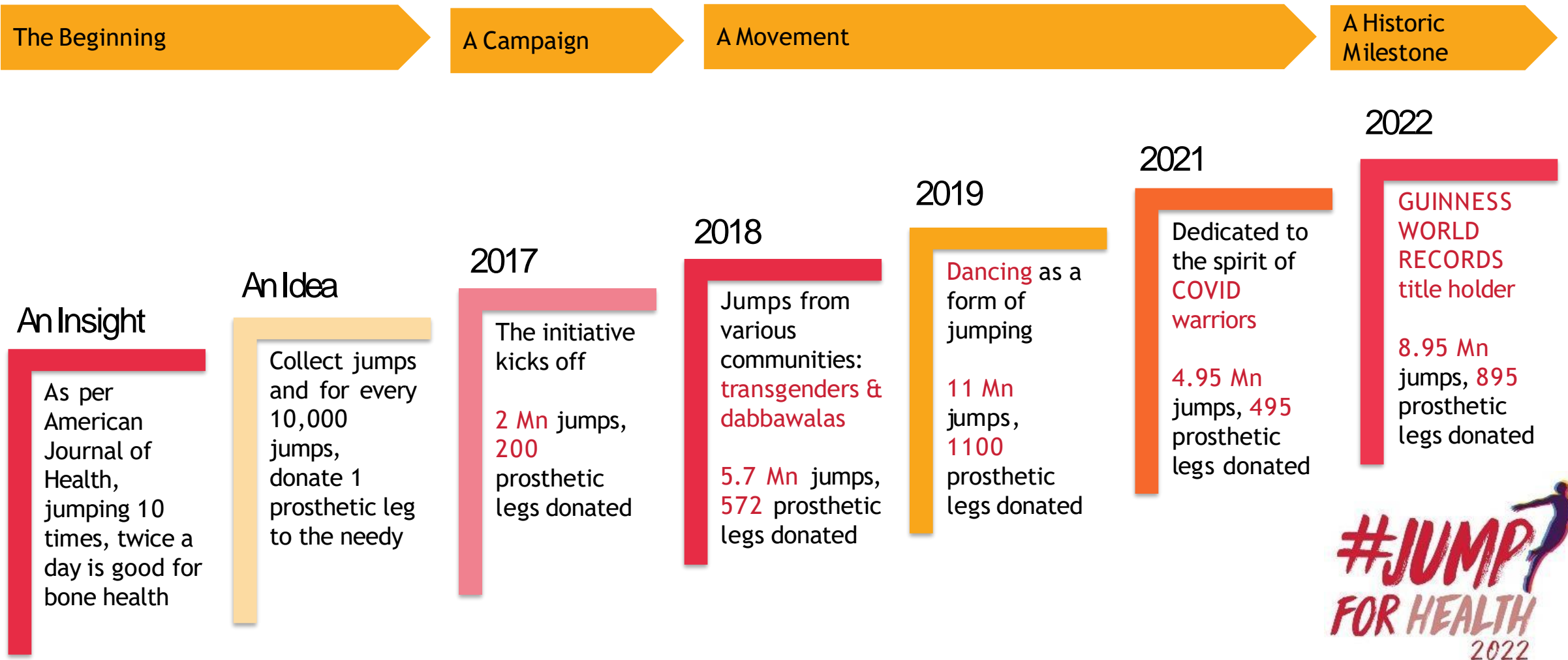
The birth of a campaign on a **day most relevant** to our Purpose

Launched on April 7, 2017 i.e. World Health Day - Since then it has been running year-on-year with a start on the same day. We rally people to jump for their health via multiple platforms and share their videos with us.

A health initiative that also **gives back to the society**

For every 10,000 jumps collected, we donate 1 prosthetic leg. This is given to the Sadhuvasvani Foundation.

The journey of **Jump For Health** over 5 successful editions



Jump For Health 5.0 (2022) - Process

Jump For Health 5.0 launched on the theme of 'freedom' as Covid was over and people could gather outside

- Various internal and external stakeholders aligned
- 360-degree digital media marketing planned

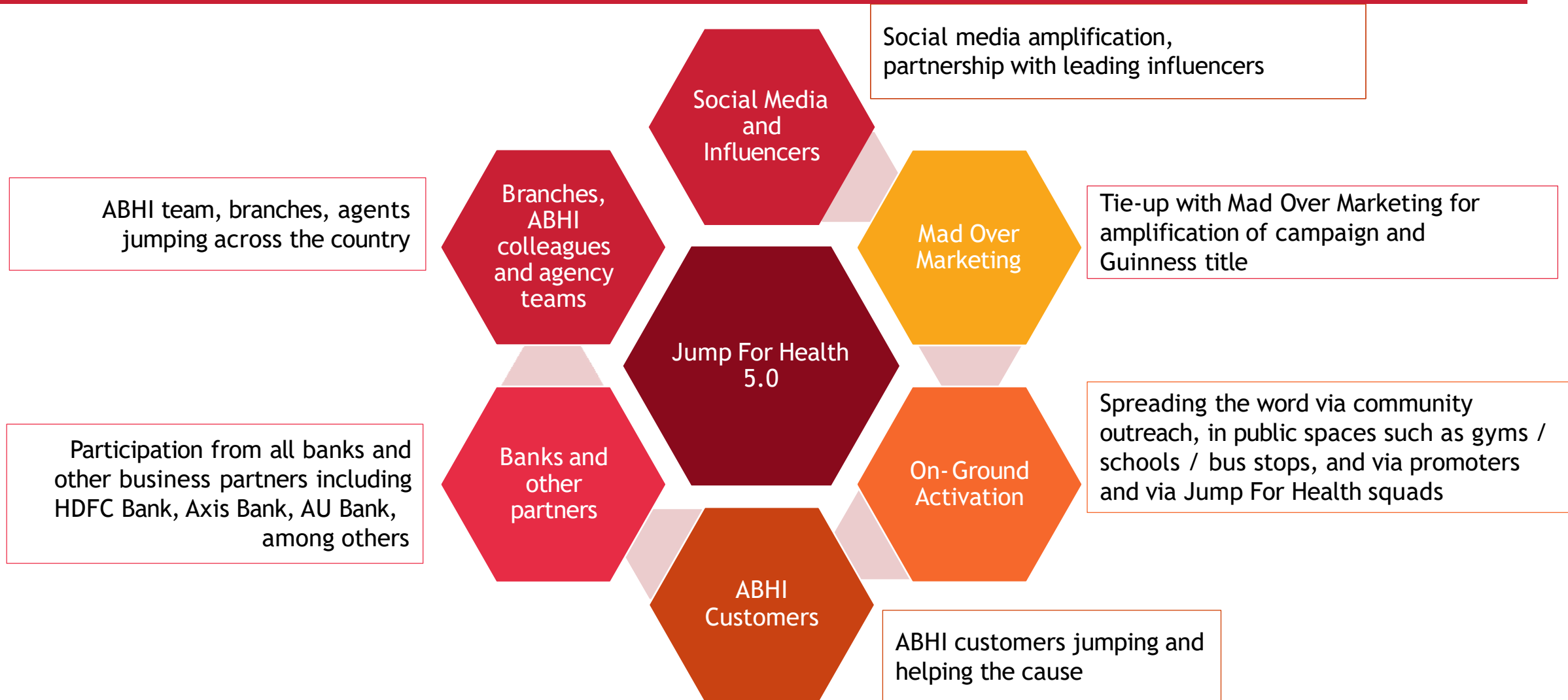
Set a milestone of attaining jumps and Guinness World Records title

- 8 million jumps
- Guinness World Records title for largest online video album of people jumping in air

Managing Guinness' stringent rules for our win

- Videos to be audited by an external agency to qualify for the title
- Additional round of auditing by two independent witnesses
- Head-to-toe of person jumping should be visible in video, the jumps had to be over a few inches above the ground and they needed to be unique videos of single person jumping

Jump For Health 5.0 (2022) - Media and Platform Mix



Jump For Health 5.0 (2022) - Media Results

Reach
56M

Clicks/Eng
4.7L

Traffic to
Microsite
56K

Twitter ABHI
Hashtag Trend
Takeover

India trends

#HOTDonHotstar
Starts streaming 22 Aug, only on Disney+ Hotstar
Promoted by Disney+ Hotstar

1 - Politics - Trending
#DroupadiMurmu

India national news
Presidential Elections 2022: Counting of votes is underway

18.9K Tweets

2 - Trending
#ABHIWinsGuinnessWorldRecords
1,128 Tweets

3 - Only on Twitter - Trending
#ICICIBandhan
1,584 Tweets

#2 for 3 hrs
#5 for 4+ hrs

Inmobi used
for reaching
BFSI+Health
TG

ANOTHER BIG REASON TO JUMP!

RECORD HOLDER

title for Largest online video album of people jumping in the air

5455
#JumpForHealth videos

8.95 million jumps collected
995 prosthetic legs donated in 2022

1.82%
CTR
(industry std: 0.8%)

Launch Video
and Guinness
Journey Video
Promotions

JUMP JUMP JUMP

Click Play for launch video

Click Play for journey video

Social Media
Reach with
Static Posts

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8.95 million jumps collected = 995 prosthetic legs donated in 2022



Mad Over
Marketing -
Article, Social
Media
Amplification

Aditya Birla Health Insurance Creates History with Its #JumpForHealth 2022 Campaign

Aditya Birla Health Insurance has set a Guinness World Record title for 'largest online video album of people jumping in the air' on 22 June 2022, with 5,455 videos for #JumpForHealth campaign this year.

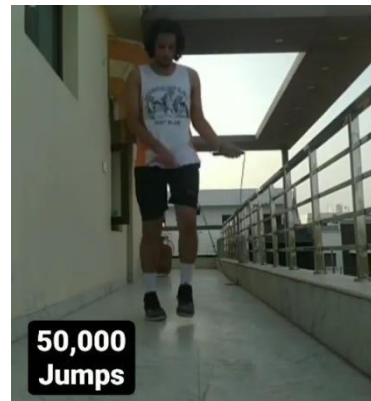
With their #JumpForHealth initiative, Aditya Birla Health Insurance (ABHI) has not only paved the way towards a healthier India, but has also contributed to society with meaningful actions and conversations. It is an initiative to encourage healthy living and help the people in need most.

Engaged 1L+
employees at Banks
and other Partners

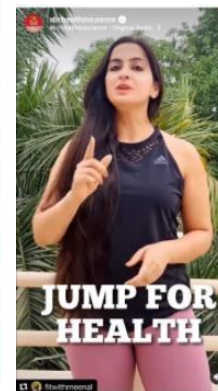
Jump For Health 5.0 (2022) - Overwhelming Participation



Skybox Gym



Mega individual contributor



Influencers (Free of Cost)



Specially-abled one armed para athlete



Specially-abled para athlete



Banks, Partners, Agencies, Employees, Ex-employees

Our Provider Hospital Network

Jump For Health 5.0 (2022) - The Big Achievement!



#JUMP FOR HEALTH 2022

ANOTHER BIG REASON TO JUMP!

ADITYA BIRLA CAPITAL
Health Insurance

RECORD  **HOLDER**

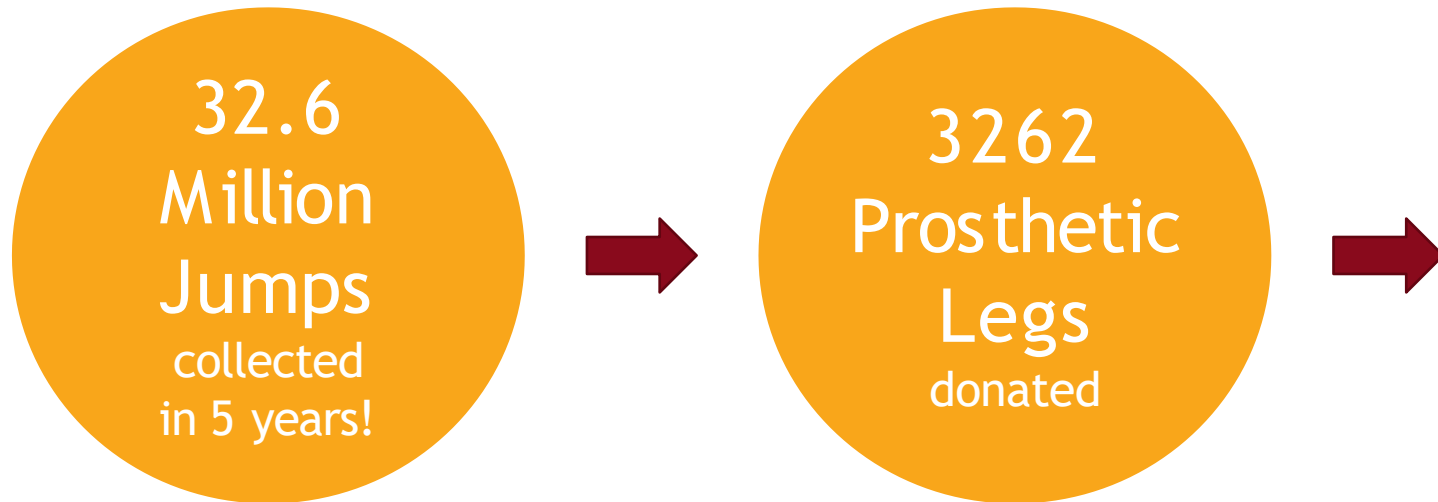
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Guinness certificates given to ABHI at a special function. We also sent Guinness participation certificates to all jumpers that gave us the opportunity to connect back with our advisors and partners helping us engage with them for future business



Made a difference in the lives of
3262 people!





A very moving testimonial from recipient of prosthetic leg from among multiple other testimonials we received



THANKS



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