





Never Grow Up® COMPANY CONFIDENTIAL

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KOTAK LIFE INSURANCE

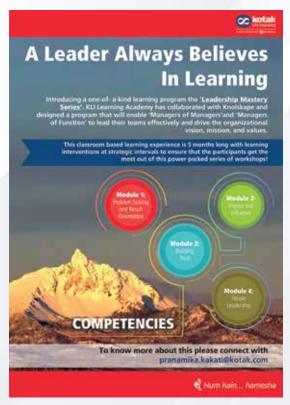
The client being a retainer, team NGU has predominantly worked on conceptualizing multiple internal communications strategies.

Objective: Communication aimed at creating the ideal workplace that would keep the existing employees motivated to work efficiently, as well as attract the right talent. Upon receiving a templatized brief, the team would build on a rationale, recommend a name for the campaign/initiative, design a creative logo, and provide solutions on how it should be executed.

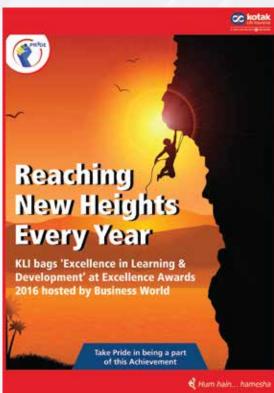
The following is the major work done for Kotak Life Insurance

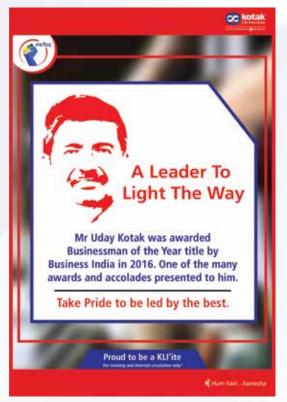
Pride Series

The aim of this campaign was to make all employees (new and future) aware of the awards and achievements that KLI has earned. With the intention of instilling a sense of pride, this campaign was called the Pride Series. It served as a constant reminder that KLI is capable of big things and thus, employees must always continue to give in their best.









Social Media

Using the digital medium of social media, a campaign was designed to help grow KLI's outreach on Facebook. Impactful one line statements were written in accordance with the organization's beliefs and culture. These creatives were also adapted in Whatsapp.

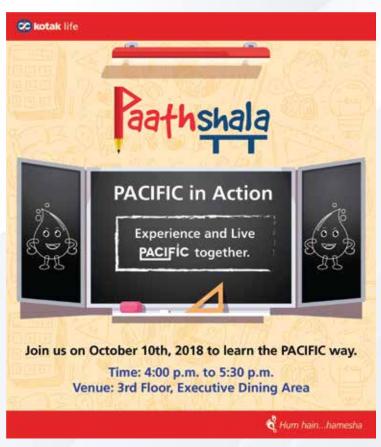




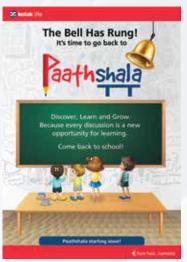
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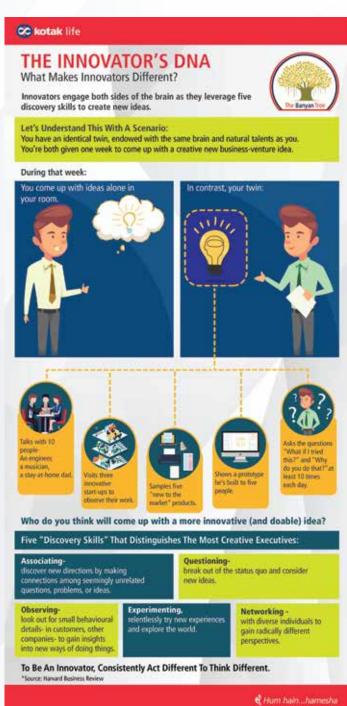
Learning Initiatives

The aim of internal learning initiatives such as 'Paathshala', 'Lite Hour', and 'Banyan Tree' was to teach old and new employees a new skill or concept that would enhance their performance and broaden their knowledge. These initiatives were executed weekly, monthly, or twice a month.





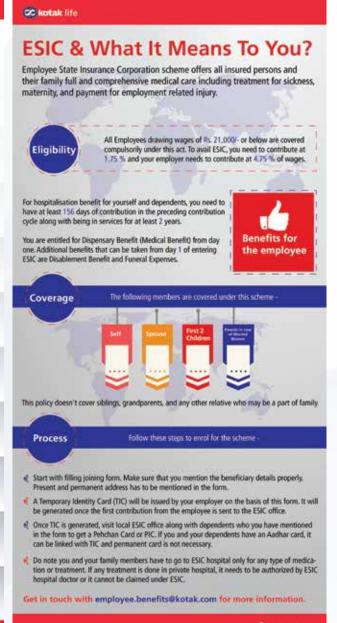




SoP designs to Infographics

The complex and comprehensive Standard Operating Procedures - A step-by-step guide for employees, were broken down into simpler words and make more understandable. It was also designed strategically to make it look more visually appealing.





Additional Collaterals

Based on the recurring briefs (celebrations, interventions, internal initiatives) ideas and graphics for banners and standees were created by the team.









Survey communication

In a bid to understand the challenges and difficulties that the employees faced on an everyday basis, KLI facilitated an internal survey. 'UMatter' was a project that focused on communicating how each employee's opinion matters. The team conceptualized as well as designed the logo, posters, mailers, and wallpapers.





The Employee Engagement Survey



In partnership with Aon Hewitt



All responses will be kept confidential & will be directly received by Aon Hewitt



Survey can be accessed through internet and on Mobile/Desktop/ Laptop

21st to 28th February 2018

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