



THE NEW
INDIAN EXPRESS

Star Health, Coral launch new ad campaign for insurance coverage

Star Health Insurance, Coral Media have launched a new out-of-home campaign that transforms one of advertising's most overlooked media spaces into a powerful expression of the brand's promise. Star Health chose a different route: reassurance. The campaign is built around a simple thought, 'We've Got Your Back.' Not only when customers buy a policy, but when they need care, support, and reassurance the most. With a claim settled every eight seconds, over 16,000 network hospitals and more than 1.6 crore claims settled, Star Health believed its actions already demonstrated.