

The Telegraph

Star Health Insurance uses billboard backs to highlight brand promise

Star Health Insurance, Talented and Coral Media have launched an out-of-home campaign across Ahmedabad, Kolkata, Bengaluru, Chennai and Hyderabad, using the reverse sides of billboards to communicate the message “We’ve Got Your Back”. The campaign highlights Star Health’s claims and hospital network as proof of customer support, turning an overlooked advertising space into a representation of reassurance and protection.

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