



Feb - March 2020

Max Life Insurance Family Run was created as a unique concept to bring alive the brand proposition of **"You are the Difference"**.

Anchored on three pillars - **Fitness, Protection** and **Happiness**, MLI Family Run had a two-pronged approach - **marquee event in Gurugram** and **partnerships** with existing community events across the country.

HIGHLIGHTS



Gurugram



Ahmedabad



Mumbai

- The 2020 edition of the marquee event in Gurugram saw over **5000 participants**, making it one of the largest running events in the city
- **Mandira Bedi** roped in as the face of the campaign
- **10+ brands** added to the partner ecosystem
- Close to **500 families** participating in the maiden Family Run category in the 2020 event
- **Pinkathon Ahmedabad** and **Parinee Juhu Half Marathon** hosted the category “**Max Life Family Run**” at their respective events
- Primary engagement with **17,000+ families** in year one of campaign