



In association with



AN INVESTOR EDUCATION INITIATIVE



Brand
Studio



Objective

To focus on different financial categories like mutual funds, life insurance, retirement plan etc by subtly integrating them in slice-of-life situations.



Execution

We created 5 episode webseries which answered only broad questions on personal finance through a very subtle integration to the content.

Every episode dealt with a different financial hurdle and then presented a solution from plethora of financial products and services



Episodes



Episode 1: Growth Story



Episode 2: Future Bright Hai



Episode 3: Ek Dhaba Banega Apna



Episode 4: Taxing Situation



Episode 5: SaMe to SaMe

Topline Numbers



Video Views
4.7l+



Social Reach
90l+



Engagement
5.8l+