



CRED

CASE FILE

How ITW helped in stitching together the Iconic Rahul Dravid Ad



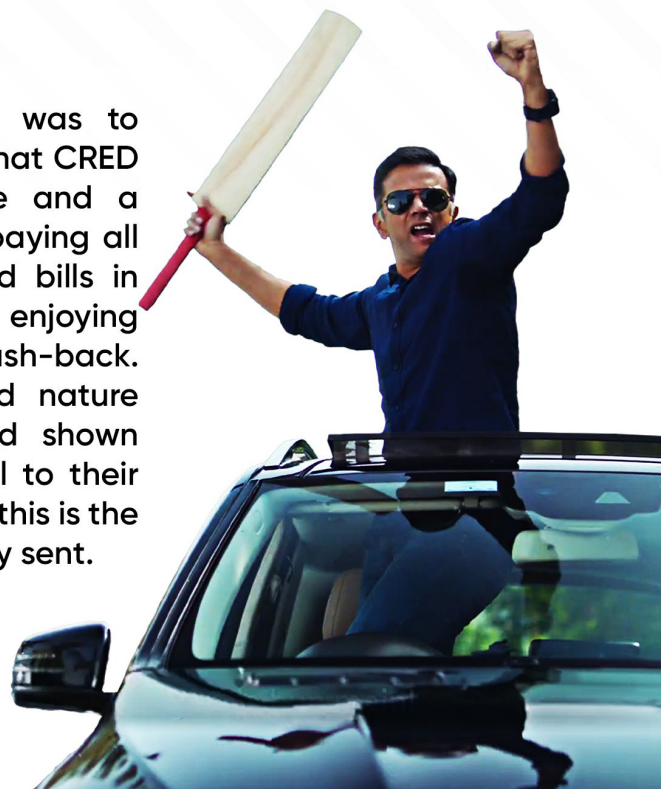
OBJECTIVE

In 2020, CRED successfully partnered with IPL in order to help their brand take a step up. In 2021, it looked to market itself further and build on the positive reviews it received the year before



IDEA

- For 2021, the brand wanted to follow its signature quirky ads of last year with another cluster-breaking, witty ad.
- They came up with the idea of surprising the viewers by showing an expected side of Rahul Dravid. The main aim of this was to portray things that are conceived as impossible, relating it to the notion of getting cash back on payments as impossible.
- The idea here was to show the user that CRED is easy to use and a simple way of paying all your credit card bills in one place while enjoying rewards and cash-back. The unexpected nature of Rahul Dravid shown was antithetical to their philosophy and this is the message they sent.





EXECUTION

- 01.** ITW Consulting was responsible for the end-to-end coordination and smooth execution of the ad, where the former India captain battles the Bengaluru traffic, raging behind the wheel and calling himself 'Indiranagar ka Gunda'
- 02.** ITW was involved in getting the talent on board and providing logistical support for the campaign.
- 03.** Otherwise known for his cool persona, Dravid was shown to lose his temper. The less than 15 menacing seconds on-screen subverted expectations and public image of the always affable man we know Rahul Dravid to be.
- 04.** ITW was also responsible for providing amplification to the advertisement through an influencer campaign by partnering with various celebrities and cricketers such as Ravichandran Ashwin, Suryakumar Yadav, etc who

RESULTS



The ad was an instant hit and became the talk of the town. It managed to garner over **3 Million** views on social media in less than a day.



It also gained earned media, with lots of former and present cricketers tweeting about it and other brands such as zomato, amul, etc exercising moment marketing through it.



Presently, the ad has over **55 Lakh** views on CRED's YouTube page. This helped the brand immensely and it saw an increase in searches and awareness of it's app.



GOLD Best Use of Influencer in Content Marketing at Shutterstock's Foxxglove Awards