



CRED



OBJECTIVE

CRED was started by ex-CEO and founder of Freecharge, Kunal Shah in November 2018. The brand's main aim was to make people aware of CRED and its unique features, ultimately leading to people downloading and using it.



ASSOCIATION

Given IPL's ability to attract huge viewership and transmit trust with consumers, ITW suggested using the IPL for this purpose as an official partnership would grant them a 3 year period of high visibility which they could leverage to increase brand awareness.



ITW advised CRED to adopt a twin-pronged approach with regards to the IPL. They became official partners of the IPL and simultaneously launched an ad campaign to go along with it. ITW was responsible for the IPL activations as well as, end-to-end smooth execution of the ads.



EXECUTION

01

The power play was referred to as the **CRED Power Play** and this was mentioned by both the commentators and the ticker at the bottom of the screen. The player with the most Power Player of the Match awards was awarded CRED Power Player of the Season award.



CRED ran a campaign whereby **CRED users could pay their credit card bills** during the power play and win the chance to get 100% Cashback on their bill payments.

02

03

ITW Consulting was also responsible for the end-to-end coordination and smooth execution of the **quirky ads with Rahul Dravid and veteran cricketers** Venkatesh Prasad, Maninder Singh, Javagal Srinath, and Saba Karim, showing an unexpected side of them.



ITW amplified the **Rahul Dravid advertisement by the means of influencer marketing**. Celebrities and cricketers were approached to tweet about the uniqueness of the advertisement, some of them were Ravichandran Ashwin and Suryakumar Yadav.

04



RESULTS



AVERAGE ACTIVE USERS:

PRE-IPL **1.3M** → DURING IPL **2.4M**



AVERAGE DAILY DOWNLOADS:

10x
DURING IPL

CRED'S VIDEO

9 MILLION VIEWS

TOTAL NET SPONSORSHIP VALUE

2090.7 CRORES

TOTAL SOCIAL MEDIA VALUE

29.1 CRORES



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GOLD
BTL ACTIVITIES INNOVATIVE LOYALTY PROGRAM



GOLD
SPORTS