

How we put
the ‘When the
world zigs, zag.’
theory to use.

Our client, DHFL, is one of the leading NBFC housing finance players in India. The housing finance category is extremely cluttered with various NBFCs, Banks and financial houses that readily provide home loans.

In early FY 2011-12, although the aided awareness of DHFL was steadily seeing a rise over the years, it failed to make the consideration set of majority of the home loan seekers. Also, the brand was suffering from dreadful 'low visibility'. We had to turn the situation around. All we had to do to fix a complex problem like this was to find a simple solution - break the convention.

The home loan category is usually led by Print media, and the communication thought started with an idea for Print. But we recommended a completely non-print approach. TV was identified as the lead medium for communication by focusing on reaching out to the masses via national and regional channels, with hardly any niche-channel usage. Although the plan was optimized to deliver highest efficiencies (low CPRPs), tent pole properties like KBC and Singham were used too.

The campaign was aired during the India vs England ODI series on Neo Sports channel, to ensure that corporate audiences were covered too. This vast presence on TV was supported with digital campaigning as well. The unconventional media mix was planned keeping in mind the goal to attain high cost efficiencies.

The Result:

Spontaneous ad awareness raised by 5%. There was a 300% increase in the consideration set among the home loan seekers.

The number of enquiries this generated was overwhelming. The only disappointing thing was that the enquiry calls received were too much to handle for the call-centre. Well, that only made us happier.

