



बैंक ऑफ़ इंडिया
Bank of India

Relationships beyond banking.

What can be an even more surprising question than 'What's BOI?!'

Well, every brand goes through its ups and down. Bank Of India, being one of the most established brands in the country, in terms of both brand presence and number of branches, witnessed a phase when it suffered serious visibility issues.

Our brief was to help BOI reach out to the Target Audience, while solving different brand issues in each of the four regions of India. In the North, West and South, the brand was well established, but brand recall was sliding. Hence, the objective was to draw attention to BOI and its product offerings. However, in the North East and Rural Areas of India, despite the introduction of various Financial Inclusion Plans, there was a major dearth in the presence of the brand. What was required? Rural thrust.

Minesweeper bid against 4 media agencies and won the bid on the basis of just what we are known for - our sound media planning strategies and media buys. The proposed media plan was implemented, and a research agency was hired to audit the awareness created.



The result

The campaign saw a huge uptake in response. **65%** of the audience viewed the communication, and the awareness objectives of North, South, West and NE achieved traction.