



Making noise can indeed

get you attention

But the trick is to do it

at the right places

DHFL recently bought over Deutsche Postbank Housing Finance Ltd, which was then re-branded as First Blue Home Finance. Our task was to successfully launch First Blue in a highly cluttered and disorganized Housing Loan category.

The Housing Loan category in India was growing at a steady pace of 30 - 35% per annum. But there was a huge giant elephant in the room that nobody wanted to address - the fact that, on a macro level, there isn't much of a difference between the products of one housing loan company to another. And hence, we needed to create a differentiation for the brand by not just boasting about what it offered, but also by making noise about the brand, louder than the competitors'. Our challenge was to generate awareness and leads for First Blue with limited budgets.

We entered the market place with a teaser that stirred the audience (no other newly arrived player had done so in the recent past). How? With an innovative Newspaper Jacket in Hindustan Times (as Delhi was the highest priority market), followed by a panorama ad in the Times Of India. We used high-visibility spots on digital media to target key decision makers.



The Result

The campaign generated a whopping number of 2.5 lakh leads within the relevant TG. Who do we have to thank for that?

None other than our team of experts and their market insights.