

## BUSINESS CASE

HSBC is a British multinational banking and financial services organization and is one of the world's largest banks. The Bank sought to improve the relationship with customers walking in to the bank and make them receptive to their communications. HSBC wanted to create impulse among the customers to communicate back with bank and also make users to look for new offers.

## SOLUTION

For the first time ever, HSBC partnered with TELiBrahma to create an interactive solution to connect with their customers. The bank integrated Augmented Reality with all their print collaterals in the bank premises. All communication from bank had a unique AR code that represented corresponding content.

To start with, the campaign was launched in select branches in 5 cities across the country. Call-to-action communication on standees and promoters encouraged consumers to interact with the communication. Posters, Leaflets and every communication from bank had an AR code with instruction on the engagement possibility.

## RESULTS

**10,000** consumers participated in just **1 month**, that actually constitutes **>60%** users walking-in to bank.

