

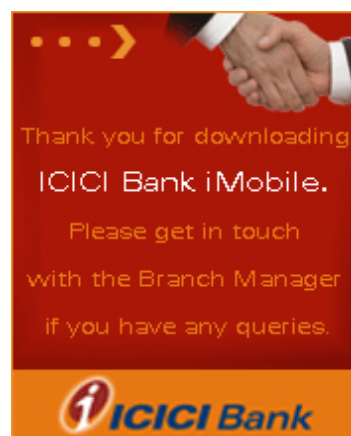
ICICI iMobile – Mobile Banking at its Best

BUSINESS CASE

ICICI bank wanted to promote its new mobile banking application iMobile campaign to increase mobile application download through a simple effective medium at zero cost to customers and to ensure that communication reaches only ICICI bank customers.

SOLUTION

Buzz network was deployed across branches of ICICI bank appealing & catchy posters were placed inside the banks requesting users to Turn ON Bluetooth. Users received the iMobile banking application along with instructions



RESULTS

1, 00,000+ customers downloaded the iMobile application across 2 months. Team that handled the campaign won several awards for Marketing Excellence in ICICI.

WHAT WE LEARNT

Deployments in ICICI banks / ATMs ensured higher participation by target segment and also reduced spill-over of messages.