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News

HDFC Bank's unusual clock on Mumbai billboards

Feb 10, 2010

Aarti Chhabra, New Delhi



Our fast paced world calls for faster cars, faster trains, and faster planes. What about your bank? The Indian ATM industry has seen explosive growth in recent times. Automated Teller Machines (ATMs) have gained prominence as a delivery channel for banking transactions in India. Banks have been deploying ATMs to increase their reach. HDFC Bank ATMs now allow you to withdraw cash 40% faster than other ATMs. To promote the option, HDFC Bank has released a campaign using the OOH route. Outdoor Media Integrated (OMI), a division of Laqshya Media Pvt. Ltd, is managing the outdoor component for HDFC Bank.

The objective of the campaign was to promote usage of the "My Favourite" options for cash withdrawals at HDFC Bank ATM's which reduces the overall cash withdrawal time by 40% when the Customer withdraws cash from any HDFC ATM using his HDFC ATM/Debit Card. For this, OMI executed a speedometer innovation on a billboard. The upper part of the billboard is converted into a speedometer. The billboard is located at the Bandra Flyover a major junction for commuters, comprising college students, IT professionals and government employees. The copy of the creative reads, 'Withdraw cash 40% faster only at HDFC Bank ATM's'.

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Also, cutouts of different symbols of speed have been placed at Billboards & Bus Queue Shelters at strategic locations to spread this awareness. The Bus Que Shelters were selected at strategic locations displaying addresses of the nearest ATM Centres.



This multi-city campaign including Mumbai & Delhi and will go on till April 30th 2010, spanning over a period of 60 days. The media plan has been chalked out carefully and all the important junctions have been carefully plotted and selected to give omnipresence to the messages and exposing the TG to the creative. The media options used to execute the campaign include billboards, bus shelters, gantries, public utilities and flyover.

Besides outdoor, television and print advertisements are also promoting the concept simultaneously.

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