



Fino Bank - Video



Objective:

Fino Bank wanted to reach out to new customers from lower and middle class in the UP and Bihar markets for account opening along with merchants.



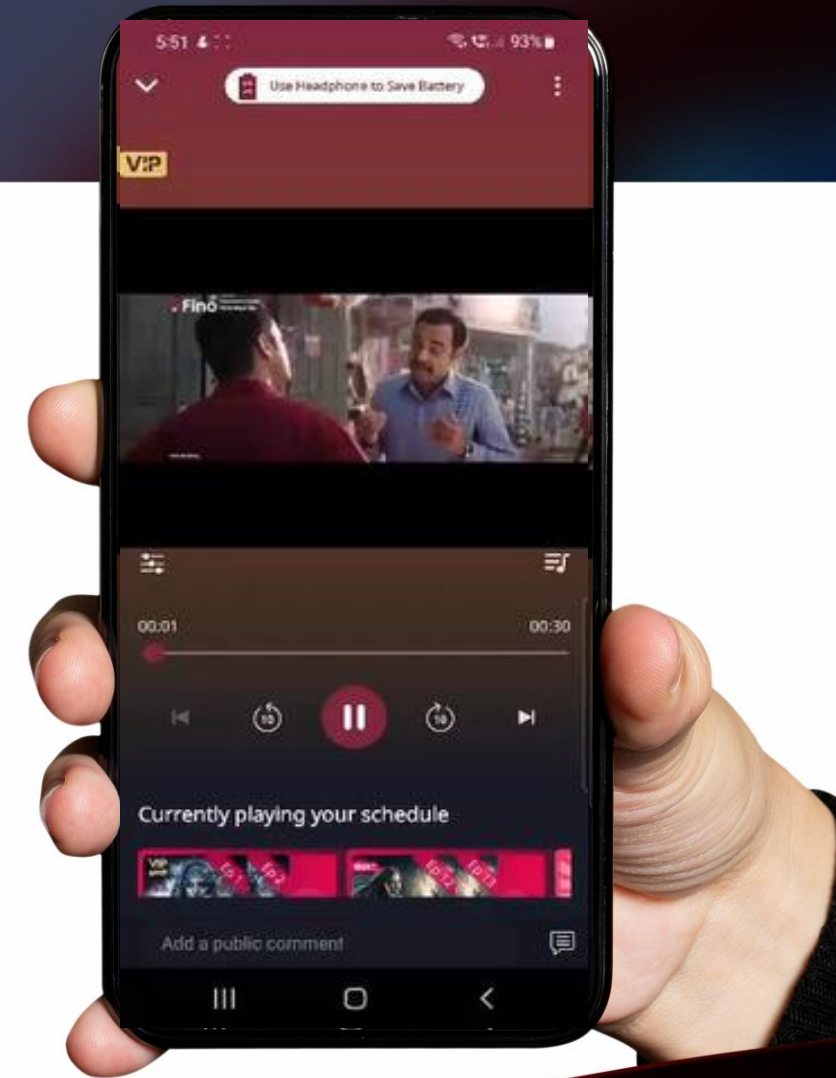
Solution:

- Character Endorsement videos by our show characters
- Brand video ads



Results:

Impressions Committed & Delivered: 3.2M



Character Endorsement Video

Character Name: Yakshini

Show Name: Yakshini

Shows Plays: 140 Million

Character description:

An extremely beautiful witch who has been living for ages. Luring men in her traps and killing them in order to remain young. She has dark smoky eyes, long hair and can captivate any man with just a smile/look. Loves wearing sarees and jewellery.

