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## About Friday Finance Season 01, 02 & 03:

**An Investor Education Initiative** - Simplifying complex investment terminologies in an engaging and entertaining content format.

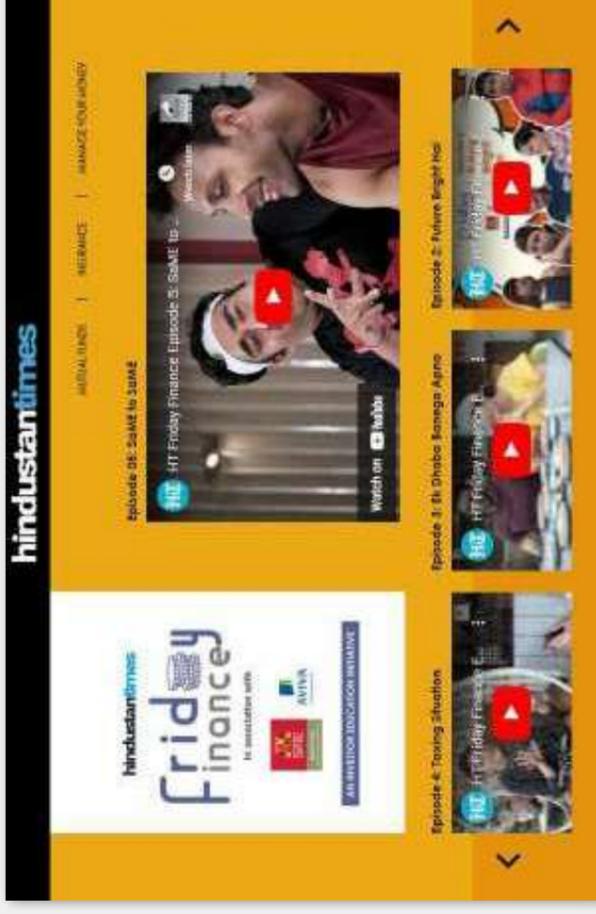
**Friday Finance, Seasons 1 and 2**, in partnership with **Aditya Birla Sun Life Mutual Fund**, is a fictional series about three friends who meet weekly to discuss life, demystify financial products, and stress the link between goals and sound financial planning.

**Season 03** shows how a self-proclaimed CEO-in-Waiting is transformed into an enlightened CEO-in-Making, who knows how to fulfill all his life goals.

### Impact:

Increase in Google Keyword Search Volume: **+47%** for Aviva Life Insurance & **+43%** for Aditya Birla Capital and related keywords.

Total Video Views	15.5 Mn+	Total Impressions	45.2 Mn+	Watch Time (Hours)	80 K+
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- Gold** for Best Benchmark Content at IDMA 2023
- Silver** for Best use of Native Advertising at IDMA 2023
- Bronze** at Abby Oneshow Awards 2023
- Bronze** for Content (Online) at MI Awards 2020



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## Objective:

To impart financial knowledge to individuals in the age group of 25-55 years.

## Campaign:

- Nivesh Mahakumbh - A virtual investor awareness webinar was conducted with industry experts. We had 10 experts across different panels shedding light on financial trials of 2023 and strategic course for financial success in 2024
- Experts like Saurabh Mukherjee (Author), Harsh Goela (Founder Goela school of Finance), Meghna Suryakumar (Founder Credivatch), Dipika Jaikishan (Founder basis) were part of the discussion
- Registrations, Social media amplification Microsite, Articles, E-mailers were executed for the event

## Results:

Total Video Views	2.2 Mn+	Total Reach	10.8 Mn+	Total Registrations	75 K+
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