



WHAT

CRED is a fintech company offering a members-only credit card bill payment platform that rewards its members for clearing their credit card bills on time. ITW was responsible for facilitating CRED's partnership with IPL to drive brand visibility during IPL 2020 and 2021.



OBJECTIVES

To drive brand awareness for CRED and its unique features with the ultimate goal of increasing application downloads and active users.



EXECUTION

CRED was onboarded by ITW as Official Partner of the IPL, signing a three-year deal with BCCI. ITW advised CRED on implementing a two-fold strategy using the Official Partner activation to create buzz, while also initiating an advertising campaign.

CRED ran the 'POWER PAYER' of the match activation where users were encouraged to pay their Credit Card bills during the POWER PLAY to win prizes. ITW was also involved in onboarding various celebrities including Rahul Dravid for CRED's viral ads.

RESULTS

The average active users almost doubled during the IPL. The average daily downloads jumped by 10X in the first year. The ads became an instant viral hit, generating significant earned media value for CRED as well as 6.6 Million views on Youtube.